

Southern HARDWARE

JULY
1955

In this issue
Personal Letters
with a sales appeal
Pg. 31

Including the SOUTHERN FARM EQUIPMENT section

GASOLINE? DIESEL FUEL?
Which is your area's
lowest cost fuel?
LP GAS? TRACTOR FUEL?



when you sell an MM tractor...

your Farmer-Customer names the fuel that saves him most!



2-PLOW, 1 ROW
MODEL BG
—GASOLINE
—TRACTOR FUEL



2-PLOW MODEL BF
—GASOLINE
—TRACTOR FUEL



3-PLOW MODEL ZB
—GASOLINE
—LP GAS
—TRACTOR FUEL



4-PLOW MODEL UB
—GASOLINE —LP GAS
—DIESEL FUEL —TRACTOR FUEL



5-PLOW MODEL G
—DIESEL FUEL —GASOLINE
—LP GAS —TRACTOR FUEL

Which fuel in *your* area is lowest in cost? When you sell the Minneapolis-Moline tractor line, your Farmer-Customer figures his *own* fuel costs—then picks the MM tractor that saves *him* most! He starts to pocket this important cash saving the day he hitches up to his first job—he keeps on saving every workday thereafter.

WHY MM TRACTORS OF EVERY SIZE

OFFER SAVINGS THAT GROW THE YEAR AROUND

More work done per day . . . less money spent on fuel—that's the simple formula that nets extra savings for every MM tractor owner. Tractors like the 2-pLOW Model BF, the 3-pLOW Model ZB, or the 4-pLOW Model UB, give the farmer a choice of 3 front-end types: single wheel, dual wheels, or wide adjustable wheels—they'll work for him in *all* his crops. Heavier, huskier construction throughout, larger bearing areas, big-capacity fuel and oil filters, more efficient cooling—these advantages mean lasting low-cost performance. Advanced features like Uni-Matic hydraulic power with built-in safety valve for implement control . . . live power take-off . . . and powerful 12-volt electrical systems for all MM tractors 3-pLOW power or over, make MM tractors leaders in dollar-for-dollar value.

For customer savings that means extra sales and extra profits for you—show, demonstrate, and *sell* MM tractors. You'll both be money ahead!

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA

**NATIONAL
ADVERTISING
makes
Master Padlocks
Sell Faster...**

Millions of potential padlock buyers are being told
about MASTER through sales-making ads in
leading national magazines.

Your customers see these ads . . . and are pre-sold
on MASTER superiority and values.

Be sure your MASTER PADLOCK stock is
complete and prominently displayed . . . so that this
powerful national advertising will "pay off" in
added sales for you!

Order from your wholesaler TODAY!

Master Padlocks
EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee 45, Wis.
World's Largest Padlock Manufacturers



"Say, this looks like the roofing I've been looking for"

Your farm prospects will be more Stormproof-conscious than ever, with new 1/2-page Stormproof advertisements in both *Progressive Farmer* and *Southern Planter*. Stormproof roofing has plenty of selling points, and Stormproof advertising has plenty of selling power. Cash in!

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.





Hottest sales idea in 22 ammunition history!

Here's a 22 short cartridge that practically sells itself. It's the exciting new Peters "Thunderbolt." They give your customers more bang, more zip, more fun than ever before . . . and they give *you* more sales! Specially developed powder for faster ignition, faster burning, and greater speed. New, exclusive, specially designed composition bullet.

Another big selling feature of Peters "Thunderbolt" is the small unit package of 28 cartridges. It's the most convenient ammunition container yet designed . . . a flat pack, wrapped in protective cellophane, with a zip-tape opener. And they're delivered to you in an eye-catching dispenser that makes an attractive counter display. So, set it out front where your customers can see what they're buying at a glance.

Your customers will be demanding Peters "Thunderbolt." Be sure you have a full stock on hand. Place your order today!



Peters

sales
PACKS THE POWER!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Thunderbolt" is Reg. U. S. Pat. Off. by Peters Cartridge Division, Remington Arms Company, Inc.



Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 124

July, 1955

No. 7

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ANNUAL SUBSCRIPTION—\$1.00

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Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta, Ga., and Dalton, Ga.

Editorial and Business Offices

806 Peachtree Street, N.E., Atlanta 5, Ga.

Publishers Also of

ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN BUILDING SUPPLIES TEXTILE INDUSTRIES
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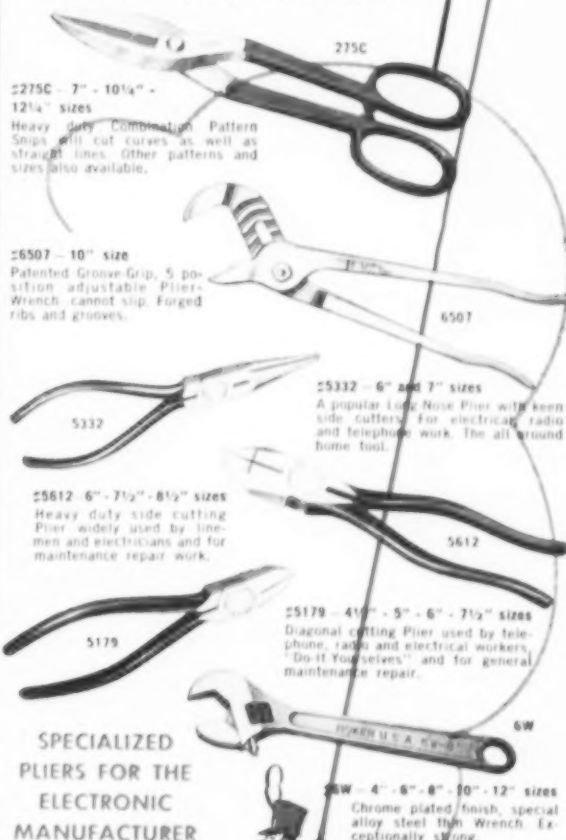
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GIVE A "BOKER" BOOST

to Your Tool Sales with
BOKER QUALITY TOOLS

BOKER tools are as finely made as BOKER cutlery. BOKER's trademark stamped on them is a guarantee of quality, workmanship and performance. BOKER tools are made of special analysis, chrome vanadium steel. They're load-tested, diamond-tested for hardness, and accurately machined from the time the steel is forged until final polishing. In short, they're the kind of tools your customers will go for. They look quality—They feel quality—They are quality!



**SPECIALIZED
PLIERS FOR THE
ELECTRONIC
MANUFACTURER**



H. BOKER & CO., INC.
Established 1837
101 Duane St.
New York 7, N.Y.



**A
POST
Recognized
Value**



*Don't be
"SHORT-
WEIGHED"*

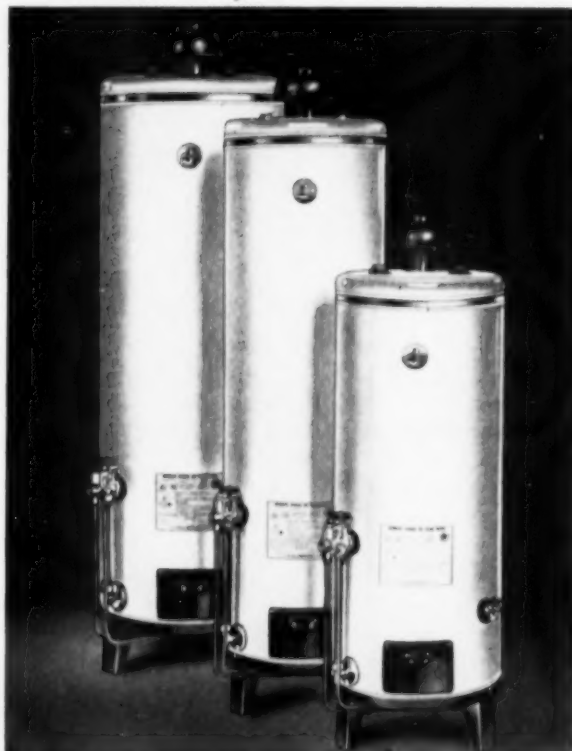


GET WHAT YOU PAY FOR!

Did you ever buy a piece of meat . . . pay for six pounds . . . and get only five? All because the butcher had a heavy thumb! Exaggerated? Well, perhaps, but it has been known to happen and sometimes in buying Water Heaters the same thing happens.

Weight is a very important factor when it comes to comparing Water Heaters. The heavy weight of JACKSON Water Heaters is a definite indication of heavy, durable construction . . . which means longer life far beyond the length of Warranty. You'll never be "short-weighted" with JACKSON and . . . JACKSON will help you make more sales and bigger profits.

Write, wire or phone for complete information on JACKSON'S complete line of Gas and Electric Water Heaters, Electric Floor Furnaces and Hydro-Pneumatic Pump Tanks.



Distributed Through Wholesale Channels Only

W. L. JACKSON MANUFACTURING COMPANY
1222 EAST 40TH STREET
CHATTANOOGA 7, TENN.



SALES REPRESENTATIVES

L. O. LEDFORD, Sales Agency
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Rossville, Georgia
Telephone 89-5554

CARL A. SCHOLLE
3517 Manover
University Park
Dallas 25, Texas
Telephone EMerson 4228

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*WAREHOUSES AT THESE LOCATIONS

SOUTHERN HARDWARE for JULY, 1955

Try this for service and supply

SOUTHERN STATES IRON ROOFING CO.

ATLANTA WAREHOUSE

NOW AT 1530 ELLSWORTH DRIVE, N. W.



Distributed Products

**REYNOLDS ALUMINUM
BUILDING PRODUCTS**

A complete line of Reynolds products, including .032" industrial corrugated roofing and siding, standard corrugated roofing and siding, weather-board siding, rain-carrying equipment, reflective insulation, and others.

BUILDING MATERIALS

Plywood, flush doors, insulation, cedar shingles, louvers and ventilators, tension screens, plastic-coated panels, translucent glass fiber panels . . . made by the finest names in the industry.

**REYNOLDS ALUMINUM
MILL PRODUCTS**

One of the South's most complete lines of flat and coiled sheet, angles, rods, tubing, architectural shapes, structurals, screw machine stock, wire, pipe.

**CHAR-GALE ALUMINUM
DUCT SYSTEMS**

The Char-Gale line of prefabricated aluminum fittings is now available from our new warehouse. Registers, perimeter fittings, the Gale Aire 4½" systems, and the Char-Gale ready-made universal plenum are stocked for immediate shipments.

SOUTHERN STATES IRON ROOFING CO.

1530 Ellsworth Drive, N. W.

ATLANTA, GA.

PHONE BELMONT 9511

General Offices — Savannah, Georgia

BRANCHES THROUGHOUT THE SOUTH

HARDWARE DEALERS: GOT YOURS YET?



IF YOU HAVEN'T...GET IT NOW
from your Hardware Jobber Salesman

OR
WRITE
TO

WIN A NEW 1955 FORD

Your choice of a FAIRLANE TOWN SEDAN or CUSTOMLINE RANCH WAGON (6 passenger). To be eligible to win, you must order WALLRITE (10 beautiful patterns) between now and August 15, 1955.

All you have to do is tell how you plan to display WALLRITE in your store. Have your order validated by your jobber salesman and send the entries directly to Fleming & Sons, Inc., Dallas, Texas. Only retail WALLRITE dealers (including store and department managers) may enter the contest.

SAVE 6%

BY ORDERING

Wallrite
DECORATED BUILDING PAPER®

TODAY!

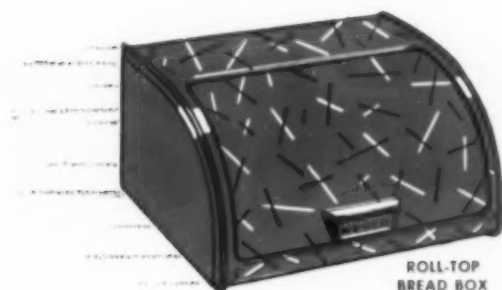
The earlier you place your order for WALLRITE (standard grade) the more you save. If you order for July or August delivery, you can earn 6% on a 50-roll shipment, or 4% on 25 rolls. There is a place on the entry-order blank for the signature of your jobber salesman. Place as many 25-roll orders as you like, but each must be validated. It's up to you to mail your entries. Send them to...

Fleming & Sons, Inc.

P. O. BOX 1291 • DALLAS, TEXAS

paper and
paper products
since 1893

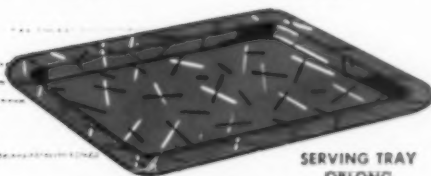
they fairly fly off your counters!



ROLL-TOP
BREAD BOX



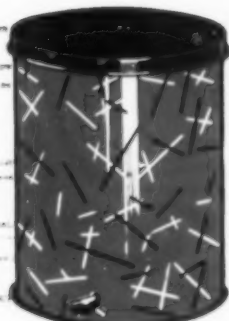
SQUARE
CANISTER SET



SERVING TRAY
OBLONG



THREE-TIER
PAPER DISPENSER



STEP-ON CAN



WASTE BASKET
ROUND



RUBBER-EDGE
DUST PAN

colorful new Nesco

MELODY STIX

*The Original
Kitchen-Ryte
Decorated Ware*

NEW NESCO MELODY STIX AVAILABLE IN ALL THESE ITEMS, TOO!

Two-Tier Paper Dispenser
Serving Tray—round
Stove Mats
Slant-Door Bread Box
Canister Set—round
Soap Flake Holder

Step-on Can • Match Safe
Round Cornered Bread Box
Waste Basket—oval
Waste Basket—jumbo
Salt and Pepper Set
Cake Cover and Serving Tray

**COLORS TO PLEASE
EVERY CUSTOMER!**

Buttercup Yellow
Coral Red
Larkspur Blue

Raymond Loewy designed them—Nesco makes 'em—and you'll sell them faster than the proverbial hotcakes!

Shown here are just a few of the fast-moving items in the complete line of new-pattern Nesco MELODY STIX—a total of 20 different gay, colorful sell-on-sight pieces that will really put new "impulse" into your impulse selling profits!

**CALL YOUR NESCO DISTRIBUTOR
FOR A LOOK AT THE COMPLETE LINE!**

NESCO®

Executive Offices: Milwaukee 1, Wisconsin

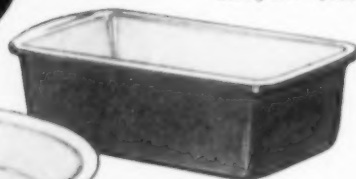
Announcing A New Color Fashion

DESERT



2-qt. Covered Bowl
Casserole—\$1.50

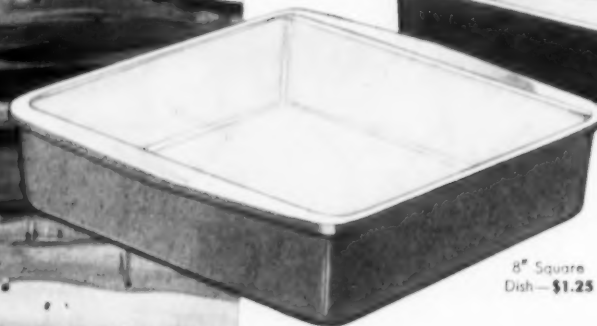
1½-qt. Deep
Baking Dish—\$1.25



8½" Shallow
Dish—60c



1½-qt. Oblong
Dish—\$1.15



8" Square
Dish—\$1.25

**Get your order in now and get
your share of this new business!**

PYREX Ware dealers everywhere will want to be the first in their neighborhood to feature this exciting, new line of PYREX Bakingware—so don't wait. Order the Desert Dawn pattern, in both Desert Pink and Desert Yellow, from your PYREX Ware distributor NOW!

CORNING GLASS WORKS,

SOUTHERN HARDWARE for JULY, 1955

In **PYREX** Bakingware . . .

DAWN

Two smart colors that mean exciting,
new profit opportunities for you . . .
warm Desert Pink and gay Desert Yellow!

Women everywhere will buy when they see their favorite bakingware in these bright, new modern colors. One glance tells them that Desert Pink or Desert Yellow will harmonize with any dinnerware, so they can bake and serve in the same dish. And every woman knows how strong and durable PYREX Bakingware is—and how

easy it is to wash that smooth, non-porous surface.

Make sure they buy from you! Tie in with the powerful national advertising that announces this great, new line next month. Advertise, set up displays, and let all your customers know you've got Desert Dawn, the newest thing in PYREX Bakingware. *The more you tell, the more you sell!*



2-qt. Oblong
Dish—\$1.35



8 1/4" Round
Dish—95c

**We're spreading the news to
38,444,990 customers—
including your own—with a
smashing, full-color page in...**

LIFE for August 1

LADIES' HOME JOURNAL for August
BETTER HOMES AND GARDENS
for August

PROGRESSIVE FARMER for August
TRUE STORY for September



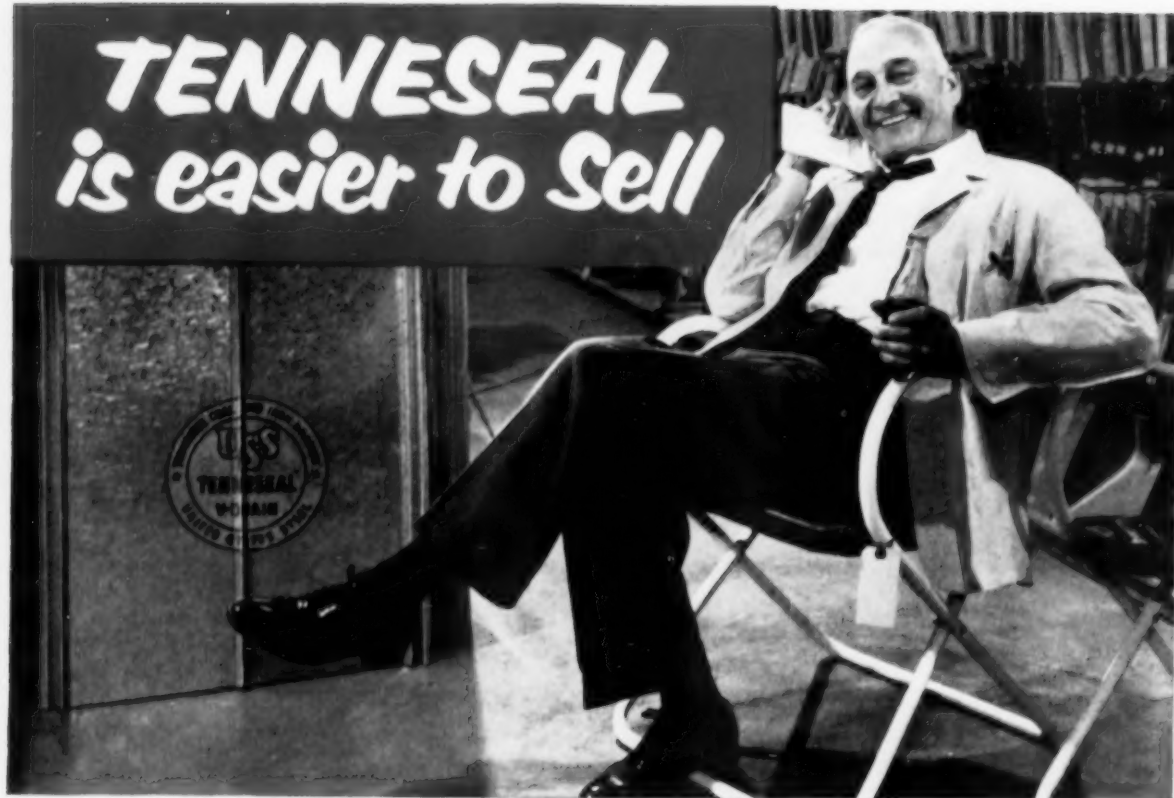
PYREX

ware
means business!

CONSUMER PRODUCTS DIVISION, CORNING, N. Y.

SOUTHERN HARDWARE for JULY, 1955

TENNESEAL is easier to Sell



It's more popular...

A recent impartial cross-section poll throughout the South found that of all people asked, 28% were then using Tennesseal Roofing... 14 times as many as were users of the #2 brand and 2½ times as many as ALL other brands of steel roofing combined.

Sell popular Tennesseal!

It's reliable...

Your customers will be more satisfied using a known product backed by a Southern manufacturer they trust. Experience proves that U.S. Steel products are made of highest quality material, processed with great care.

Sell reliable Tennesseal!

It lasts longer...

Continuous line galvanizing production of Tennesseal is even distribution of the 1.25-ounce ordered coating, to meet with rigid ASTM specifications. Once installed, a Tennesseal roof requires no additional attention.

Sell longer lasting Tennesseal!

It's easier to install...

Time is important to your customer. You can save him time by selling him Tennesseal. Its pre-formed, interlocking sides are even and true. No need to fit and align them as in ordinary metal roofing. Tennesseal isn't brittle like many brands of metal roofing. It can be bent at the eaves without breaking. *Sell easily installed Tennesseal!*

It costs less...

The installed cost of Tennesseal is far lower per square foot than other types of metal roofing. It can be nailed to properly spaced purlins without the need, or expense, of solid decking. No worries

about walking on it, either. Tennesseal is made of steel and can take it! Save your customer money without profit loss to you.

Sell low-cost Tennesseal!

It gives unrivaled protection...

Tennesseal covers the roof with a leak-proof blanket of steel. Extra protection is given by the specially designed V-drain, actually built right into the underlap, to carry away water blown or drawn into the side joints. A pressure lip and three cross crimps at the bottom of each sheet guarantee closest possible contact in the overlap end joints.

Sell more efficient Tennesseal!

Your customers are important to you. Keep them satisfied by supplying them with top-quality products. T.C.I. can supply all your needs in roofing, fencing and baling wire. Be sure to specify Tennesseal V-Drain Roofing, American Fence and other popular U.S. Steel Products by name when you order from your supplier. It pays to buy from T.C.I.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

USS AMERICAN FENCE

USS TENNESEAL V-DRAIN ROOFING



UNITED STATES STEEL

NEW *Champion*
VERTICAL
"PACKAGE"
SYSTEMS

for

Farm and
Home
Applications



Rapidayton

Save yourself work, worry and money when water requirements or construction loan specifications call for water systems with larger pressure tanks. Sell "ready-to-install" vertical jet "package" water systems with 42 or 52 gallon tanks—for deep or shallow wells—right from the shipping carton. No parts to find, no assembly to fuss with.

Sell at lowest possible prices, too! These trim-

looking Rapidayton vertical systems carry low retail prices like the ones below—and full trade discounts.

Three basic models to sell, and there's nothing new to learn. You're already familiar with Rapidayton Champion quality and features. Sleek vertical tanks are designed and made by Rapidayton as perfect mates for the Champions you know.

Get facts—now—from your Rapidayton Wholesaler.

THE DAYTON PUMP & MANUFACTURING COMPANY • Dayton 1, Ohio

**VERTICAL SHALLOW
WELL CHAMPIONS**

As low as
\$146.25 retail
(f.o.b. factory)

For wells to 25 feet. Pump with $\frac{1}{2}$ or $\frac{3}{4}$ H.P. capacitor motor on 42-gallon galvanized tank, air charger, pressure switch. Ready to install.



**VERTICAL SIGNATURE
CONVERTIBLE CHAMPIONS**

As low as
\$151.25 retail
(f.o.b. factory)

For deep wells to 80 feet or shallow wells. Pump has "Quick-Connect" flange and $\frac{1}{2}$ H.P. capacitor motor, 42-gallon galvanized tank, pressure switch, air charger, ejector and foot valve. Ready to install.



**VERTICAL "TWIN" •
CONVERTIBLE CHAMPIONS**

As low as
\$184.75 retail
(f.o.b. factory)

TWO impellers! Pumps full capacity at 40 lbs. pressure from 0 to 140 feet! $\frac{1}{2}$ or $\frac{3}{4}$ H.P. capacitor motor, 52-gallon tank, pressure switch, air charger, ejector and foot valve. Ready to install.



* Trade Mark

HARDWARE BUSINESS TRENDS

AND PRICE CHANGES

Business Activity Hits New High; All-Time Record Predicted for '55

AS BUSINESS moves to new high levels, it has become crystal-clear that 1955 will be a record year for the nation's economy. Economists feel that the country's present economic strength is particularly noteworthy. No longer is the economy shored up by defense contracts. Instead, the present boom, for the most part, is supported by record peacetime business — high employment and well-heeled consumers with solid incomes and savings.

In all, the gross national product is presently exceeding \$370 billion, and is almost dead certain to top \$380 billion before the year closes.

There is little doubt that consumers are on a buying splurge — extending from new apparel to new homes and from appliances to automobiles. Taxes are lower (and will probably be lowered still further in 1956) and disposable income is running at an annual rate of about 260 billion.

Biggest Slice

Hard goods continue to get the biggest slice of the consumer's dollar. Even so, department store sales in May climbed 10 percent above a year ago, good evidence that all lines of merchandise are coming in for consumer attention.

Meanwhile construction activity at all levels — residential, commercial and public-works — continues to add special vigor to economic activity. Public-works requirements cannot be fulfilled for another 10 years, according to recent estimates, and there seems to be no end to demand for houses.

Agriculture does continue to be a soft spot. Farm income has declined and will probably dip a bit lower this year. This may tend to depress business conditions in many farming areas. Still, by any pre-war comparison, the position of the farmer remains sound, and with a break from the weather in

the South during the current season, the farmer will continue to be a good prospect for production and luxury goods.

New Increase in Employment

EMPLOYMENT ROSE to 61.7 million in April, 1.2 million above March and 1½ million larger than in January. The civilian labor force increased by a little more than a million workers to 64.6 million in April. Thus unemployment declined by about 200 thousand to a total of three million in April.

Increase Reported in Retail Sales

RETAIL SALES, after seasonal adjustment, rose slightly from March to a level seven percent above April last year. Automotive group sales, according to government reports, were up slightly from March

to around a fifth above April 1954. Sales by retail stores in the January-March period this year totaled eight percent above a year earlier.

Sales by durable goods stores were up 13 percent, reflecting the sizable gain for automobiles and increased sales by other groups including furniture and appliance and general merchandise stores.

Dealers in the lumber, building and hardware classification reported an average sales gain for the month of four percent and a one percent increase for the first three months of the year.

Home Building Continues Strong

RESIDENTIAL construction continues to be one of the chief sustaining forces underlying the present expansion in business activity. While the rate of residential building is about a third above levels of a year ago, the pace has leveled out somewhat from the sharp advances registered in the last half of 1954.

New homes starts have held close to an annual rate of 1.4 million units in recent months, a record for the period.

Hardware Wholesalers Report Sales Increase

SALES BY THE nation's wholesalers in March showed an average gain of eight percent over March 1954. At the same time sales were 17 percent above February 1955, and for the first three months of the year were seven percent higher than in the corresponding period of 1954.

In contrast with the national average, hardware wholesalers reported an average gain of eight percent in March over the previous year, 23 percent ahead of February of this year, and for the year's first three months 5 percent above the same 1954 period.

Hardware wholesalers in the South Atlantic region reported a sales gain of 25 percent in March, and for the year's first three months are six percent ahead of the same period last year. Wholesalers in the East South Central region showed an average sales gain of 22 percent in March and a 12 percent gain for the year. In the West South Central region hardware wholesalers reported an average sales increase in March of five percent, and an increase of six percent for the year's first three months, it was announced by the government agency.



HARDWARE AMERICANA

Schnitzel-Bank

AMERICA'S FIRST WORKBENCH

This ingenious cutting bench of old had a vise at one end in which a block of wood could be held by pressing on a foot treadle. With both hands free to work wood with draw knife, chisel, file, augur, etc., the pioneer made everything from barns to buckets, wagons to guns. With hardware, he built America.

With hardware, America continues to build. And the mirror of progress is the National Hardware Show, including the Lawn, Garden and Light Farm Equipment Division. There, more than 40,000 buyers see for the first time the new and improved products of 1,200 manufacturers, talk with executives about product, policy, plans. It's the show you will want to attend. So fill out and return the registration coupon today. Your badge, which will admit you without further registration, will be mailed to you.

October 17-18-19-20-21 • Navy Pier, Chicago



NATIONAL HARDWARE SHOW

331 MADISON AVE., NEW YORK 17,
MURRAY HILL 2-4802

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to make hotel reservations for you. (Please Print).

NAME	TITLE
FIRM	
STREET	
CITY	STATE
TYPE OF BUSINESS	

Please check below the classification of your business

<input type="checkbox"/> Wholesaler	<input type="checkbox"/> Retailer	<input type="checkbox"/> Dept. & Chain Store Buyer
<input type="checkbox"/> Importer/Exporter	<input type="checkbox"/> Mfgs' Agent	<input type="checkbox"/> Manufacturer
<input type="checkbox"/> Please send us your hotel reservation blank.		

Minors under 18 yrs. of age will not be admitted under any circumstances.

HARDWARE

INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

Stanley Works Appoints Regional Sales Manager

GEORGE P. Merrill, general sales manager of the hardware division, The Stanley Works, New Britain, Conn., announces the appointment of Patrick T. Gibbons as regional manager in charge of sales for the states of Kansas, Missouri, Oklahoma, Texas, Arkansas, Louisiana and Mississippi.



Patrick T. Gibbons

Gibbons was born in Chicago, Ill. He joined The Stanley Works in 1912 in the Chicago office and worked there until 1918 when he left to serve with the Armed Forces of World War I. Two years later, he returned to the Chicago office and was assigned the territory of Missouri, Nebraska, Kansas and Colorado. At that time he represented both Stanley hardware and tools. In more recent years, he covered Missouri, Kansas and Oklahoma.

Jones to Head PROTO Jamestown Division

M. B. PENDLETON, president of the Plomb Tool Co., Los Angeles, Calif., has announced the appointment of G. E. Jones as vice-president and manager of the company's PROTO Tools Division in Jamestown, N. Y.

Jones joined the Jamestown plant in 1947 as division comptroller and served also as assist-

ant manager for the last several years. He assumes the manufacturing, distribution and other management responsibilities of Claude Boring, who resigned to accept an executive post with an eastern company.

Hank Bruns Becomes Manufacturers' Agent

HANK BRUNS, for a number of years southeastern representative for the South Bend Bait Co., has announced the establishment of his own business as a manufacturers' representative. The move became effective June 30.

With one assistant, Bruns will call on wholesalers only in Delaware, Maryland, Washington, D. C., West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Florida and Mississippi.

In outlining his plans, Bruns announced that he will carry only a few top tackle lines, supplemented by a limited number of lines of related merchandise.

Widely-known throughout the



Hank Bruns

industry, Bruns has been an aggressive promoter of tackle, holding merchandise clinics and tackle demonstrations throughout his territory.

He is author of the Boy Scout Fishing Manual, the fishing section of the Book of Knowledge, fishing editor of Southern Outdoors magazine, and has written many articles for business and outdoor publications.

He will continue to make his headquarters in Newnan, Georgia.

B. F. Gladding Representatives Meet



Salesmen and executives of the B. F. Gladding Co., South Otselic, N. Y., pose during company's recent annual sales meeting. Standing l. to r.— Vice-President J. Dougherty; J. Nolan; E. Finch; Vice-President Mrs. B. A. Coleman; L. Petronave; M. Skrivseth; E. Cameron; C. Moulton; G. Buchanan of Kiesewetter, Baker Hagedora & Smith; President L. L. Witherrill. Kneeling, l. to r.— W. Tyrell; L. Rogers; J. Lewark; E. Wood; P. Daniels; D. Moulton; J. Stevens; Plant Superintendent C. Bowers; D. Farland, Agency Chairman H. M. Kiesewetter



Red Tag's Merchandising Tips:

Screening is still in season!

... so keep those rolls
with the familiar
Cyclone "Red Tag" Label
always on display!

Buying habits change. And often to your advantage. For instance, Fall—the traditional time to take down screens—used to mean that dealers, too, could forget screening business until next Spring. Folks just didn't buy after the insect season.

Now, perhaps due to the current "do-it-yourself" craze, the progressive store can still sell a lot of wire screening right on through the Fall and Winter months. For the indoor season gives your "home-carpenter" customer an opportunity to do his re-screening himself . . . in his leisure time. *What a promotional theme!* Use the idea on show cards . . . and in your ads. We believe it will bring you some welcome extra business!

CYCLONE HARDWARE CLOTH

This top quality woven cloth features a flat welded selvage that fits snugly under mouldings. It welds easily to steel. Wires are straight and even. Heavily galvanized for long life. Available in 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh sizes. Also in $\frac{3}{4}$ " and $\frac{5}{8}$ " heavy grades . . . in 24, 30, 36 and 48-inch widths.

CYCLONE INSECT WIRE SCREENING

The firm and evenly woven mesh of its straight parallel wires and its smooth, clean finish, keeps it looking attractive years longer. Its improved multiple selvage insures snug, flat fit . . . and a neater job. Available in *Galvanized, Bronze and Aluminum* . . . in standard 18 x 14 mesh . . . in 24, 26, 28, 30, 32, 34, 36, 42, and 48 inch widths.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS CYCLONE "Red Tag" HARDWARE PRODUCTS

HARDWARE CLOTH
Welded Edge-Woven Fabric

INSECT WIRE SCREENING
Galvanized Bronze-Aluminum

FLEXIBLE STEEL MATS
Clean Better—Last Longer

CATCH-ALL BASKETS
196 Separate Welds

LAWN FENCE GATES
Woven or Welded Fabric

UNITED STATES STEEL

Dicks-Pontius Co. Adds Sales Representative

THE DICKS-PONTIUS Co., of Dayton, Ohio, manufacturers of caulking and glazing compounds and putties, announces the addition of Richard M. Mitchell to its sales staff.

Mitchell now represents the company in the southeastern states. His headquarters office will be The Dicks-Pontius Co., Decatur, Ga.

Wrinn Named Supervisor of Billings Tool Sales

THOMAS F. WRINN, for the past 25 years connected with the sales department of The Peck, Stow & Wilcox Co. of Southington, Conn.,



Thomas F. Wrinn

is now supervisor of the tool sales department of The Billings and Spencer Co. of Hartford, Conn., manufacturers of wrenches and shop tools.

In this new position, Wrinn will have further opportunities to carry on his previous contact work with distributors and hardware wholesalers throughout the country.

J. Wiss & Sons Co. Appoints Officers

J. WISS & SONS Co., cutlery manufacturer of Newark, N. J., has announced the appointment of Richard R. Wiss as president.

Schoellkopf Salesmen Attend Conference



Salesmen of The Schoellkopf Co., southwestern hardware distributor, attending a session of the sales clinic held in Dallas May 13 and 14, are left to right: John Edwards, W. H. Christian, Eric Walther, R. M. Wilson, and Joe Brown. Demonstrating is D. U. Parker, manufacturers' representative of Rival Manufacturing Co., and other lines. The sales program for summer and fall was presented at the conference

Wiss, previously executive vice-president of the firm, succeeds his father J. Robert Wiss, who died March 9, 1955. The new president is the great-grandson of Jacob Wiss, who founded the company in 1848.

Other officers appointed are Jerome B. Wiss, vice-president; Norman F. Wiss, Jr., first vice-president; Burdette E. Bostwick, vice-president; Frederick D. Wiss, treasurer; Frederick W. Simon, Jr., assistant treasurer; Kenneth B. Wiss, secretary; and William S. Taylor, assistant secretary. In addition, Burdette E. Bostwick and Frederick D. Wiss were elected to the board of directors.

Merrill Heads Sales in Behr-Manning Division

HENRY R. MERRILL has been appointed general sales manager of the Behr-Manning Division of Norton Co. Merrill, a director of Behr-Manning and its assistant general sales manager for the past two years, succeeds the late John M. Cook.

He joined Behr-Manning's customer service department in 1930,



Henry R. Merrill

and has been employed since 1934 in field selling operations for the Troy, N. Y., manufacturer of coated abrasives and pressure-sensitive tapes. He was made manager of the Cleveland division in 1937, became assistant industrial trades manager in 1941 and was promoted to industrial trades manager the following year.

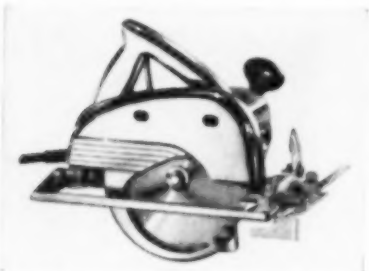
He was elected to the Behr-Manning directorate last year. He has served on the Behr-Manning operating board since 1951, and as a director of the Norton Pike Co. since 1946.



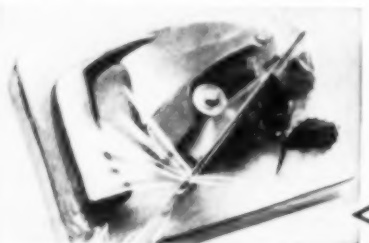
Seven *Shopmate* Christmas Specials POWER TOOLS PRICED FOR PROMOTION!



No. 1950-60 Drill-Saw Pegboard Kit. Contains $\frac{1}{4}$ " drill, saw attachment, and all accessories for grinding, sanding, and polishing. A total of 37 pieces. Pegboard fastens to wall, keeps all tools handy.



No. 620 Saw. Features exclusive Pot-O-Matic Slip Clutch. Eliminates "kick back" and motor overload. Cuts dressed 2 x 4 at 45°. Biggest saw value today.



No. ZP-1 Zip-Saw Attachment. Christmas gift packed in beautiful Styro-Foam. Converts any $\frac{1}{4}$ " electric drill into a portable saw. Rips, cross-cuts, and trims. Special value!

The VALUE in the product brings people in the door

The Shopmate line of power tools offers you seven Christmas Specials. Here's ample variety to offer those who insist on buying promotional merchandise. And at costs that permit attractive retail pricing! This source of plus business will produce profits somewhere. Why not for you? Return the coupon for full-color illustrations of all Shopmate Christmas Specials and complete information. Mail the coupon, today!



No. 740-6 Shop-Toter Drill and Saw Kit. Features new geared chuck drill with all-new 2 amp. AC-DC motor and ZP-1 Drill Saw Attachment. All-steel welded case contains 36 pieces for drilling, sawing, sanding, and polishing.

No. 740-5 Shop-Toter Drill Kit. Same contents as No. 740-6 shown here, less ZP-1 Saw.



No. 6100-1 $\frac{1}{2}$ " Drill Kit. Contains accessories as illustrated, everything needed for drilling, sanding, and polishing. Features heavy-duty $\frac{1}{2}$ " drill with gear-type chuck and metal carrying case. Value priced!



No. SDA-5 Automatic Screwdriver Attachment. Fits any $\frac{1}{4}$ " electric drill. Slip clutch prevents motor overload. Three slotted screw bits, Phillips screw bit, and Allen wrench. Smart white Styro-Foam Christmas package.

Mail for full details
TODAY!



Manufactured by Portable Electric Tools, Inc.

PORTABLE ELECTRIC TOOLS, INC.
320 W. 83rd St., Dept. SH, Chicago 20
In Canada: Portable Electric Tools, Ltd.,
425 Birchmount Rd., Toronto 13, Ont.

Please send me full-color illustrations of the Shopmate Christmas Promotional gift items and a complete Shopmate catalog.

Name _____

Address _____

City & Zone _____ State _____

(Continued from page 16)

Fry-Holbrook to Handle Ideal Brass Works Line

FRY-HOLBROOK & Co., 2458-B Morosgo Way, N. W., Atlanta, Ga., has been appointed sales representative for Ideal Brass Works, Inc., St. Paul, Minn. Wm. H. March, Ideal's sales manager, announced that Fry-Holbrook & Co. will handle their complete line of builders hardware in Georgia, North Carolina, South Carolina and Eastern Tennessee.

South Bend Appoints Mitchell Sales Rep

G. W. Brooks, vice-president and director of sales and advertising of South Bend Bait Co., South Bend, Ind., has announced the appointment of Thomas A. Mitchell as sales representative. Mitchell, former salesman with Davidson Auto Supply, Greensboro, N. C., will cover the Eastern Seaboard from Virginia to Florida. This is the territory formerly covered for South Bend by Hank Bruns, who was to leave the company June 30 to enter business for himself.



Thomas A. Mitchell

Mitchell, whose home is in Greensboro, attended high school there and following graduation, volunteered for service in the Air Corps. After serving almost four years with the 15th Air Force overseas, he was placed on inactive duty, but remained in the Reserve Corps for 10 years. Shortly after returning home, Mitchell entered

Floyd Snares One!



Ralph Floyd, of Harris Hardware Co., Washington, N. C., landed a 48 lb. Wahoo to climax a fishing trip aboard H. Wenzel Tent & Duck Co.'s yacht Eagle at the recent SWHA convention in Palm Beach, Fla.

North Carolina University where he majored in marketing, advertising and retailing. He was graduated in 1950 with a Bachelor of Science degree and joined Davidson handling its complete sporting goods line in Virginia, Eastern Tennessee and the western half of North Carolina.

Locke Appoints McDonald Texas Representative

LOCKE STOVE Co., Kansas City, Mo., has announced the appointment of Ray S. McDonald as sales representative for its Warm Morning gas heaters and other products for the state of Texas. He will make his headquarters at 3637 Hanover, Dallas, Texas.

McDonald has had nearly 25 years of experience in selling gas heating appliances.

For the past three years he has been factory sales representative in Texas for Temco, Inc., and for the previous five years was appliance buyer for Townley Metal & Hardware Co., of Kansas City. Prior to that he served for 15 years

in the sales department of Gas Service Co., Kansas City.

Broil-Quik Announces New Representative

THE PEERLESS Corp., 615 West 131st St., New York 27, N. Y., has announced that Mid-South Sales Co., 97 North Holmes St., Memphis, Tenn., will represent them on the Broil-Quik line of rotisseries and deep fat fryers in the Louisiana, Mississippi, Eastern Arkansas, and in the Memphis market area. Mid-South Sales Co. is operated by Morton Gould.

Lionel Appoints Zuccaire Advertising Manager

JACQUES ZUCCAIRE has been appointed advertising manager of the Lionel Corp., 15 East 26th St., New York, N. Y., and its divisions, the Airex Corp., manufacturer of spinning-type fishing tackle, and the Linex Corp., stereo-camera manu-



Jacques Zuccaire

facturers, effective immediately, Lawrence Cowen, president, announces.

Zuccaire was formerly associated with Lennen & Mitchell, Inc., as vice-president and art director; with Robert W. Orr and Associates with same title and duties; then established his own business, as advertising consultant and package designer.

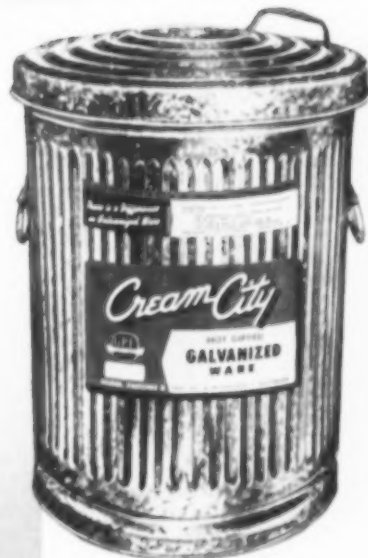
THE NAME TO REMEMBER...
THE NAME TO SELL...

Cream City

GALVANIZED WARE

Cream City garbage cans and pails are extremely well constructed... have exceptional eye-appeal. All styles have a heavy, brilliant, hand-dipped zinc coating. Economy models, made of galvanized sheets, are also available.

Cream City construction features extra deep body corrugations; tight, leak-proof double seamed bottoms; deep, seamless, snug-fitting covers. Can covers have exclusive off-center handle for easy removal. All styles are nestable.



20-GALLON GARBAGE CAN

The popular 20-gallon trade capacity can... made to sell at a popular price. Available in both hot dipped and galvanized sheet models.



4 1/4 to 10-GALLON GARBAGE PAILS

Deep cover locks on when pail is raised. 4 1/4, 6, 8 and 10 gallon hot dip sizes. 10-gallon model is also available in galvanized sheet style.



15 to 31-GALLON GARBAGE CANS

Four different sizes in this extra deeply corrugated style. 15, 21, 26 and 31-gallon capacities. 21-gallon size also available in galvanized sheet models.

Send for folder showing the **COMPLETE** Cream City Galvanized Ware line. Over 75 items!

GEUDER, PAESCHKE & FREY CO.

1325 West St. Paul Avenue • Milwaukee 3, Wisconsin



BY THE MAKERS OF
MET-L-TOP
the original
ALL-METAL

IRONING TABLE

Guaranteed by
 Good
 Household Engineering

(Continued from page 18)

Jack Peters Announces New Sales Organization

FORMATION of the M. J. Peters & Co., manufacturers' representatives with headquarters at 239 North Columbia Circle, Decatur, Georgia has been announced by M. J. (Jack) Peters.



M. J. (Jack) Peters

Mr. Peters who formerly was associated with John T. Everett & Co., is widely-known in the hardware, mill supply, and garden supplies fields. His new organization will cover Georgia, Florida, Alabama, and North and South Carolina.

Yale & Towne Announces Sales Appointments

SEVERAL promotions and new appointments within the sales organization of The Yale & Towne Manufacturing Co.'s Yale Lock and Hardware Division, Stamford, Conn., were announced recently by James D. Young, general sales manager.

S. Ralph Antonille, formerly staple products sales manager, has been promoted to field sales supervisor. Directly responsible to the general sales manager, his duties include the consolidation of promotional merchandising with the direct selling efforts of the regional sales forces.

Halliday Clark has been appointed product manager. He is responsible for the field promotion, merchandising and sale of pad-

locks, miscellaneous hardware and cabinet locks. Clark will concentrate initially on the national sale of the new Yale Travelok.

Walter J. Cyr, associated with Yale & Towne since 1926, has been promoted to product manager of Yale door devices. Prior to his new appointment, Cyr was coordinator of the staple products sales order department.

Albert G. West has been promoted to supervisor of the contract hardware sales order department. During most of the 17 years West has been with Yale & Towne, he has been handling contract hardware sales.

Charles H. Moody has been appointed supervisor of the staple products sales order department. A former employee of Yale & Towne, Moody in recent years has been in business for himself as a manufacturers' sales representative.

Sandvik Steel Opens New Fair Lawn Plant

A DEDICATION ceremony and reception attended by over 400 employees and business associates



Villevik

Hildebrand

marked the opening of the new Sandvik plant and executive offices at Fair Lawn, N. J., April 25.

Among the speakers for the occasion were Carl Hildebrand, president of Sandvik Steel, Inc., Erik von Sydow, member of the Swedish embassy in Washington, Louis De Geer of the Swedish legation in New York, and Lennart Magnuson, member of the board of directors of the parent concern in Sandviken, Sweden. Following the dedication ceremonies, a tour of the plant and offices preceded a buffet supper.

The plant occupies 84,000 square feet on a 10 acre plot and embodies all modern conveniences and facilities. It will house the five divisions of Sandvik Steel, Inc., including Sandvik Saw & Tool. The Saw and Tool Division headed by J. V. Villevik, general manager, will occupy its own sales and executive offices together with complete warehouse facilities enabling direct shipment from the Fair Lawn plant.

Plans include provision for future expansion.

W. H. Ward Elected to Remington Arms Board

WILLIAM H. Ward, vice-president, E. I. du Pont de Nemours & Co., was elected a member of the board of directors of Remington Arms Co., Inc., Bridgeport, Conn., at a recent meeting of the board in New York.

Ward succeeds Charles A. Cary, (Continued on page 24)

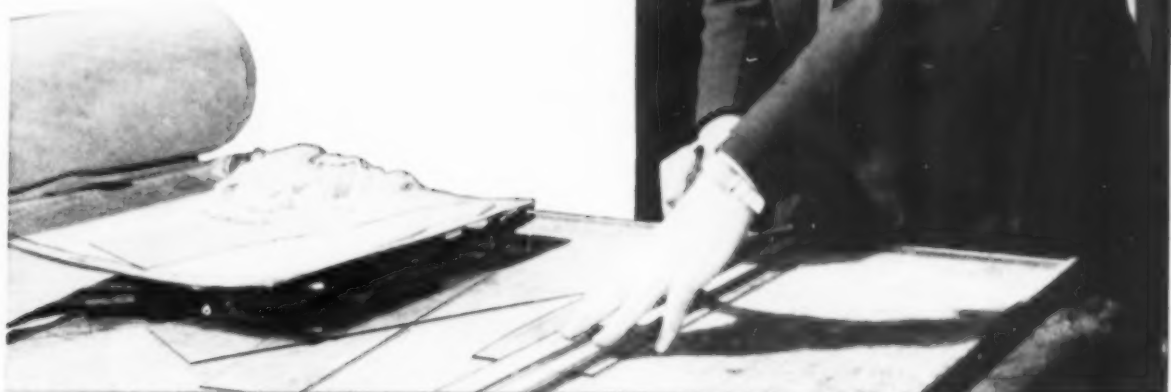
Campbell Honored



John Gibson III, president of McKinney Manufacturing Co. (left), presents wrist watch to Howard N. Campbell, Jr., vice-president-sales, marking his 35 years of service with the manufacturer of hardware and building specialties at Pittsburgh, Pa. Award was made during McKinney's 90th anniversary dinner

"This brand cuts easiest"

says Wm. McClenaghan
of Bryn Mawr (Pa.) Hardware



Mr. McClenaghan test cut four well known brands of single-strength window glass. Each brand was identified only by a letter—A, B, C or D. He ran several cuts on each. Every single time, he said brand D was by far the easiest to cut. He also said: "There's no stop and start in running a cut on *this* glass. Just run a light line and the glass snaps off quick and clean . . . no splintering at all!"

"D" was L-O-F. Furthermore, 28 out of the 30 dealers who took this "Blindfold Test" picked L-O-F!

L-O-F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L-O-F cuts easier because it is a higher quality glass—it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L-O-F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste *and more profit* with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass".

Write: Libbey-Owens-Ford Glass Company, 603 Madison Avenue, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



**create your own traffic jam...
with the *Swing-A-Way Trade-In Promotion!***



#607W - R - Y Magnetic Can Opener
Regular retail price \$3.98
SPECIAL TRADE-IN PRICE \$2.98

featured in



If you can stand the congestion around your cash register, you'll want to cash in on the third annual SWING-A-WAY Trade-In Promotion. Your customers will think you've gone crazy when you offer them \$1.00 for their old can openers on this regular \$3.98 SWING-A-WAY model. This special promotion begins at retail on July 1 and ends August 15. Better act now! Order the #321 Trade-In Deal from your local jobber at **YOUR USUAL DISCOUNT.**



#321 TRADE-IN DEAL

- 3 - #607W Magnetics, white enamel \$2.98
- 2 - #607R Magnetics, red enamel \$2.98
- 1 - #607Y Magnetic, yellow enamel \$2.98
- \$17.88 TOTAL RETAIL VALUE**

**PACKED IN AN INVITING COUNTER
MERCHANTISER . . .**

**YOU GET YOUR REGULAR DISCOUNT . . .
FREE WINDOW STREAMERS AND AD MATS**

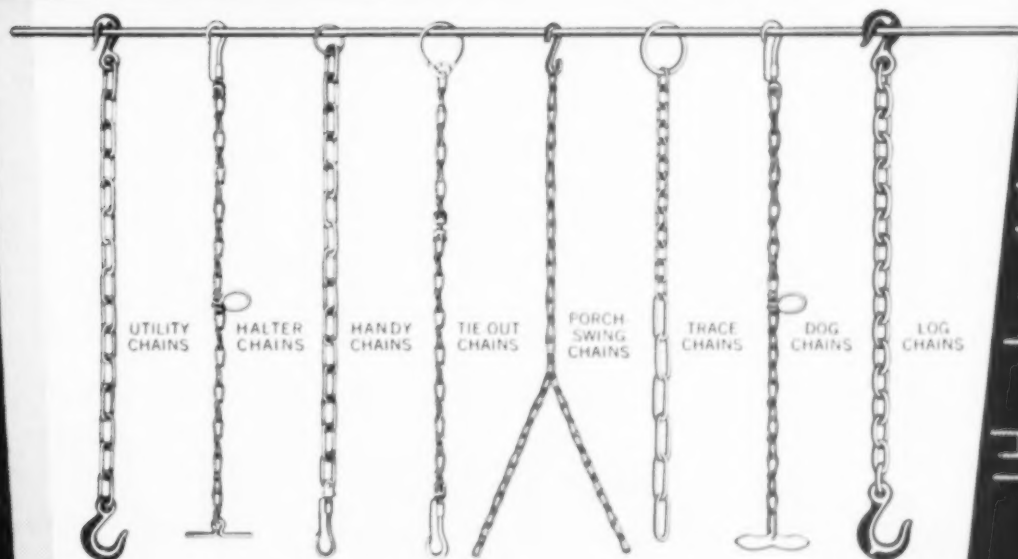
FIRST NAME IN CAN OPENERS



SWING-A-WAY MANUFACTURING COMPANY • 4100 BECK AVE. • ST. LOUIS 16, MO.

make your store

FARM CHAIN HEADQUARTERS



HODELL CHAIN for every farm use

Chains of all types and sizes are needed on the farm. That means good, year-around profit possibilities for you when you stock the full line of Hodell welded and weldless chains... high-quality chains for your farm customers. Display Hodell animal and farm chains in your store, and Hodell Paillettes to sell Proof Coil and BBB Coil chain, to make steady profits from sales for the farm.

Ask your distributor about the full line of Hodell Chains or write today for your Hodell Chain catalog.



Hodell Paillettes are strong, all-steel, re-usable containers. Each holds 100 lbs. of Proof Coil or BBB chain in the four most popular sizes: $\frac{1}{8}$ in., $\frac{1}{4}$ in., $\frac{3}{8}$ in., or $\frac{1}{2}$ in. 600 or 1000-lb. barrels, Proof Coil, BBB or High Test chains, also available in these and larger sizes.

HODELL CHAIN COMPANY • Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



who resigned after serving as a member of Remington's board of directors since 1947. Cary, a vice-president of E. I. du Pont de Nemours & Co., is retiring under the Du Pont company's pension and retirement plan after 37 years of service.

Ward, a graduate of Swarthmore College with a bachelor of arts degree in chemistry, joined the Du Pont company in 1915 as a chemist at the Eastern Laboratories in New Jersey. In 1923 he became assistant to the chemical director, explosives department, with headquarters in Wilmington, Del. Five years later he transferred to the sales division of the same department and in 1933 became director of explosives sales. He was promoted to the position of general manager of the explosives department in 1944, and in 1947 was elected a vice-president.



Camillus Announces Executive Changes

WILLIAM D. Wallace has announced his resignation as president of Camillus Cutlery Co., Camillus, N. Y. He has been associated with the company since 1918.

F. A. Heitmann Passes In Houston, Texas

F. A. HEITMANN, long-time executive of the F. W. Heitmann Co., hardware wholesalers in Houston, Texas, died in that city May 21. Widely known throughout the hardware industry, Mr. Heitmann served as president of the company for 47 years and at the time of his death was chairman of the board. He was 97 years of age.

After graduating from school Mr. Heitmann, practiced dentistry for several years in Silver Cliff, Colorado. In the early part of 1880 he discontinued this profession and became associated with his father in the hardware business. After the elder Heitmann's death in 1889, he operated the business until its incorporation in 1903 at which time the company assumed its present name. Named president at this time, Mr. Heitmann served in that office until 1950 when he became chairman of the board.

During his career in the industry, Mr. Heitmann served as president of the National Wholesale Hardware Association from 1922 to 1924 and as president of the Southern Wholesale Hardware Association from 1902 to June 1903. He was instrumental in organizing the Texas Wholesale Hardware Association in 1895 and served as its president from 1917 to 1919.

Active in many endeavors, Mr. Heitmann, soon after the turn of the century, joined other civic leaders in working for the establishment of the Houston-Harris County ship channel which helped in making Houston the nation's number two port. Long a member of the Houston Chamber of Commerce, Mr. Heitmann served as president in 1909. He served as a director of the Texas National Bank, as a director and vice-president of the Guardian Trust Co., and was a member of a number of social and civic clubs.

At a recent meeting of the board of directors, W. Dean Wallace, formerly vice-president and chief

engineer, was elected to succeed his father as president. He was elected also to the board of directors and becomes its new chairman.

Alfred B. Kastor, son of the founder and formerly chairman of the board, was elected honorary chairman. Emmett Wallace, also a director, was elected executive vice-president.



Perfection's Southeastern Reps Convene



Southeastern regional sales reps of Perfection Industries, Inc., Cleveland, Ohio, who met recently, included: 1. to r., P. L. Garcia, sales dept.; M. A. Miller, district manager; Leslie Bushfield, Southeastern regional manager; C. E. Reed, office and district credit manager. Second row: R. H. Fuller, sales and service engineer; Salesmen W. H. Wilbanks, W. F. Long, J. D. Hendrix, T. F. Murray, C. F. Sarvis, E. E. Donaldson. Back row: Salesmen G. G. Mizell, P. J. Pearce, J. B. Moore, J. J. Keirsey; J. B. Denmark, G. K. Monroe, E. H. Ringold

American Biltrite Names Southern Sales Reps

THE AMERICAN Biltrite Rubber Co., Chelsea, Mass., has announced the appointment of the following sales representatives for the company's line of plastic garden hose and sprinklers.

Reid H. Cox & Co., 710 Peachtree St., N. E., Atlanta, Georgia will represent Biltrite in Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina, and Tennessee.

S & S Sales Co., 2526 Oakland Ave., Dallas, Texas, will cover Louisiana, Texas, Oklahoma, and Arkansas.

CRESCENT ANNOUNCES

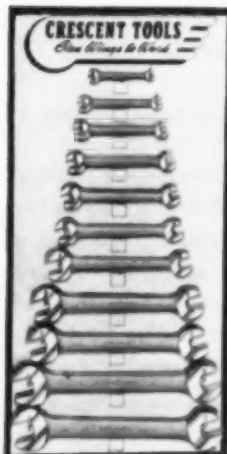


**DROP-FORGED
FROM ALLOY STEEL,
PRECISION-MACHINED,
CHROMIUM-PLATED . . .
PRICED FOR VOLUME SALES!**

CRESCENT now offers Hardware Dealers a complete, well-rounded line with the addition of these three popular patterns to the famous Crescent and Crestoloy family. All three are available in a range of generally-used sizes. All have the quality and eye-and-feel-appeal to make them instantly in demand at their popular prices.

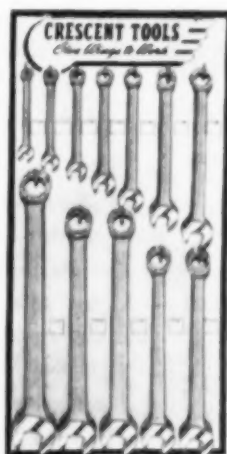
FOUR DISPLAY ASSORTMENTS

on colorful 12 x 24" panels to match other Crescent Tool Displays



DB1212

36 Double and
Open end wrenches.
Openings 1/4" to 1-1/16"

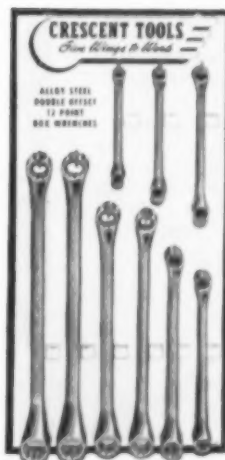


DB1213

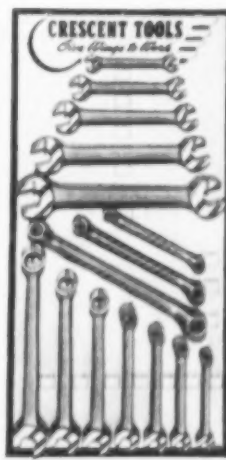
32 Combination Open
end and box wrenches.
Openings 3/8" to 1-1/16"

DB1214—32 12-point
Double and box
wrenches. Openings
3/8" to 1-1/16"

DB1215—A combi-
nation of 45 wren-
ches of all 3 types



DB1214



DB1215

CRESCENT TOOLS

Give Wings to Work

*Sign of the Artisan
Symbol of Excellence*

®

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

STOCK "THE ORIGINAL"

"Hide-A-Brush"

**BUILD PROFITABLE VOLUME
WITH THIS COLORFUL
BATHROOM ACCESSORY**

Hide-a-Brush is the perfect answer to the toilet brush problem, and a "must" for the modern home-maker . . . keeps her bathroom attractive and up-to-date.

Unit consists of a rugged rust-resistant holder, lithographed with a lovely floral design in full color, with assorted color backgrounds; complete with a specially designed, long-wearing Oxco bowl brush. Carries the well-advertised Oxco brand name as your guarantee of customer appeal and satisfaction.

Watch your sales of bathroom items pick up fast when you display the colorful, modern Hide-a-Brush. It's a year round good seller—at a popular price—with a comfortable profit for you. *Place your stock order soon.*



Six (6) color backgrounds
for easy color match

U.S. Patent No. 2,464,085



BUYING INFORMATION

No. 830

Metal holder with 12" handle bowl brush.

COLORS

White, rose, green, yellow, blue and black backgrounds.

PACKING

Indiv. box; 6 Hide-a-Brush of one color background to a shipping unit.

**ORDER NOW FROM
YOUR JOBBER**

AN OXCO PRODUCT
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

*For
Over
35 Years...*

SOUTHERN HARDWARE has been a dependable guide to the wholesaler and retail hardware trade throughout the South.

Up-to-date information on all phases of the hardware business is found every month in its pages. The magazine has been built on a program of service to readers that covers:

- WINDOW DISPLAY
- COUNTER DISPLAY
- STORE MODERNIZATION
- CUSTOMER RELATIONS
- SALES PROMOTION and ADVERTISING
- INVENTORY CONTROL
- EMPLOYEE RELATIONS
- SERVICE DEPARTMENTS
- CREDIT CONTROL
- ACCOUNTING PROCEDURES
- ASSOCIATION ACTIVITIES

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Georgia

You can put your confidence

in the

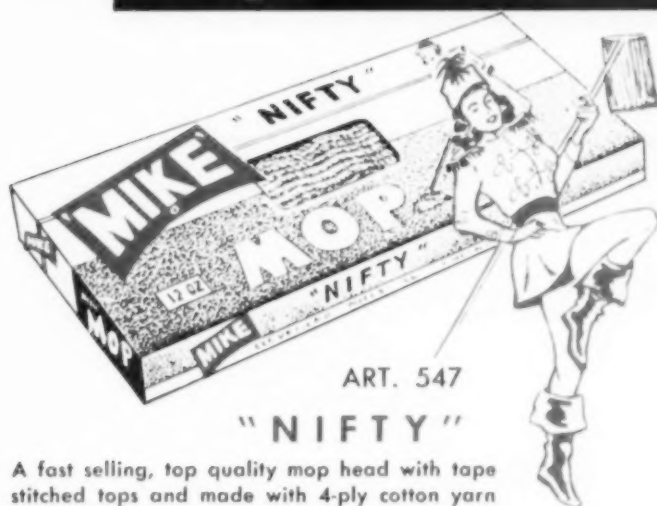
'MIKE'
®

line *

QUALITY MERCHANDISE AT COMPETITIVE PRICES

Super-Absorbent

SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE



ART. 547

"NIFTY"

A fast selling, top quality mop head with tape stitched tops and made with 4-ply cotton yarn having super-absorbent qualities. Packed individually in red, white and blue display carton with window opening. 8 and 12 oz. sizes only.

ART. 506 "THRIFTY"

"Thrifty" mop heads are made of durable, absorbent, 4 ply yarn with tape stitched tops in sizes from 6 oz. to 24 oz. Packed 1 dozen to carton.



ART. 517 "DANDY"

"Dandy" mop heads come in sizes from 6 oz. to 32 oz. A better than average quality item—4 ply cotton yarn—tape-stitched tops. Packed 12 to carton.

ART. 526 "QUALITY"

"Quality" is a top grade mop head available in 8-12-16-24 oz. sizes. Tape stitched tops—4 ply, super-absorbent cotton yarn. Packed 12 to carton.

ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, or Dallas, Texas. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—
it Sells!

Write For Size Cards And Price List.

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

7861 Sepulveda Blvd
Van Nuys, California

Marietta
Minnesota

3104 Gaston Ave.
Dallas 26, Texas

John T. Everett & Co. Represents Plasteel

JOHN T. EVERETT & Co., manufacturers' representatives with headquarters in Memphis, Tennessee has been appointed sales representative for Plasteel, a new building material said to be lighter than aluminum, yet stronger than steel.

The material which is made of resins reinforced with glass fibers, can be sawed, drilled, and nailed with hand tools and is easily installed as a barn roof or in varying applications on other farm buildings, homes, and commercial structures.

Available in a variety of colors, Plasteel Fiber Glass Panels are manufactured by Plasteel Products Co., Washington, Pa.

Locke Stove Appoints Douthat V-P, Sales

LOCKE STOVE Co., of Kansas City, Mo., manufacturer of Warm Morning heaters and gas-fired incinerators, has announced the election of E. M. Douthat, Jr., as vice-president in charge of sales.

Douthat has been with the company continuously since 1940, except for three and a half years' Army service during World War II. For the past two years he has been sales manager and secretary, and previously served as production manager.

Also announced were the appointments of J. M. Greene as sales manager, eastern division, and James E. Baker as sales manager, western division. Baker also will continue to direct the company's advertising and sales promotional activities.

All three men will continue to make their headquarters at the main offices in Kansas City.

Vadco Products Appoints Southern Representatives

VADCO PRODUCTS, Inc., Detroit, Michigan, manufacturers of Handy-Hook Hanging Fixtures, has announced the appointment of new



Boyde Corman, vice-president, sales, Vadco Products, left, looks over merchandise with George Dinges, manufacturers' agent who will represent Vadco in South Carolina, Georgia and Florida

sales representatives for the South.

The George Dinges Co., manufacturers' agents with headquarters at 800 Peachtree St., Atlanta, Georgia will represent Vadco in South Carolina, Georgia and Florida.

Lawrence J. Baldwin and Son, manufacturers' representatives headquartered in New Orleans will cover Louisiana, Ala-

bama, Tennessee, Texas, Mississippi, Oklahoma and Arkansas for Vadco.

McDonough Buys Control of O. Ames Co.

THE CONTROLLING stock interest in the O. Ames Co., Parkersburg, W. Va., was purchased recently by Bernard P. McDonough, of Parkersburg, who previously owned a minority interest in the company.

Mr. McDonough's previous business activities have been principally in the construction field and in building supplies. Born in Texas in 1903, he started in the construction business about 25 years ago and presently has offices in Atlanta and New Orleans. In Houston he now owns the Houston Shell & Concrete Co., one of the largest companies in that line of business in Texas. In West Virginia he is engaged in such varied activities as the sand and gravel business and the builders' supply business.

"I bought the O. Ames Co. because I live in Parkersburg and had always heard they manufactured excellent products," says Mr. McDonough. "I had acquaintance with many of the employees also. The company will continue to be run by its present employees although Harold Cunningham, the past president, did resign a week or two ago. There is to be no change in the policies of the company in regard to service and the quality of the products; in fact, we will be ever vigilant to maintain both high quality and good service."

"The Ames Co. employs about 650 people in the shovel division, and we have about 85 people working in the furniture division where a line of steel kitchen furniture is manufactured."

Ames is one of the oldest trade names in the hardware industry, and one of the best known. For many years the company operated under the name of Ames-Baldwin-Wyoming Co., having been a consolidation of three of the leading manufacturers of shovels, spades, etc. The name was shortened to O. Ames Co. some three or four years ago.

Award for Shapleigh



John W. Weil (left), vice-president of Fuller Tool Co., Inc., New York, N. Y., presents a Certificate of Merit plaque to the Shapleigh Hardware Co., St. Louis, Mo., for its cooperation with the Fuller Mutual Franchise Plan. Shapleigh Tool Buyer E. W. Meyer accepts the plaque, with Vice-President Warren Shapleigh standing in center

DEAN S. PADER, CHAIRMAN OF THE BOARD
W. W. McMANUS, PRESIDENT
J. W. HADDISCH, JR., VICE PRESIDENT

JOHN L. WATSON, TREASURER
L. M. JOHNS, SECRETARY

C. H. SMITH, CHIEF EXECUTIVE TRAVELER
J. H. SMITH, CHIEF EXECUTIVE TRAVELER
R. H. SMITH, CHIEF EXECUTIVE TRAVELER

KING HARDWARE CO.

WHOLESALE HARDWARE

490-510 MARIETTA STREET N.W.

ATLANTA, GEORGIA

July 6th 1955



Memo to Southern Toy Dealers:

Be sure to make purchases for Christmas Toys and Gifts inventory from the enormous display at King Hardware Company. Full lines of the newest, most fascinating and ingenious toys are sampled in the Show Room in Atlanta -- at 490 Marietta Street.

Make King Hardware's Toy Show Room your main stop in Atlanta this month and be ready for a bigger and more profitable toy season in 1955!

Yours for Toy Business,

W. W. McManus

W. W. McManus
President

WWM:TW



"the best fence
I've ever used"

says Frank Plauders, cattle farmer, Lumberton, Georgia



"the best fence
I've ever sold"

says Fred A. Brown, Fred Brown & Sons, Chattahoochee, Georgia



SELL THE FENCE THAT SATISFIES

FARMERS—

the largest users of fence—like the way DIXISTEEL Fence is made, because it goes up right, stays tight, and lasts for years.

HARDWARE MEN—

the largest sellers of fence—like the way DIXISTEEL Fence moves. There is no question about quality, no question about profit.

Sell the fence that satisfies you and your customers—DIXISTEEL. Order it from your wholesaler. Feature it in your store.

GOOD COMPANIONS—

DIXISTEEL Barbed Wire
DIXISTEEL Staples
DIXISTEEL Nails



MADE ONLY BY THE

ATLANTIC STEEL COMPANY

P. O. BOX 1714, ATLANTA 1, GEORGIA

JULY, 1955

By S. W. Ellis



At his desk in the display area, Walker types his sales letters. Customers like the friendly, personal note—example below—and tell him so when they drop in

Personal Letters ... with a Sales Appeal



SALES LETTERS with a personal touch are bringing a steady stream of customers into the hardware store of a North Little Rock, Arkansas dealer who has a continuous program of sending out these letters to a carefully selected mailing list every week.

K. F. Walker, of Walker Hardware & Appliance Co., is convinced that sales letters, as he handles them, provide the most profitable and least expensive advertising medium.

Located on a very busy highway at the edge of the city, Walker initiated his sales letter program to attract customers to his new store located in a new building he built himself. The letters were individually typed, addressed directly to the individual, and signed by Walker. The recipients were favorably impressed. They liked the friendly, personal tone of the letters and were interested in the information they contained—brief descriptions of new lines, information about contests sponsored by manufacturers, and special offers concerning trade-ins or demonstrations.

City dwellers, suburbanites, rural people, and even people from across the river in Little Rock responded to those personal letters. Cars stopped to park in the large parking area that Walker provided at the front of his neat buff-brick building.

Although it is difficult to check exact results from sales letters, Walker estimates that he gets a 15 percent direct response from each mailing with an unestimated percentage of future patronage and good will.

Walker has one typewriter at his store which he uses before the store opens, after closing hours, during rainy weather, and in occasional periods



during the day when he is not needed on the sales floor.

Another typewriter is kept at his home which both he and his wife use to write sales letters. Between the two of them, they write 125 to 200 letters every week. The typewriters are equipped with good ribbons and the typing is done carefully.

Mailing lists were obtained by getting names from the local power and light company and from other sources.

"I wanted the individual names," he said. "I'm just not interested in going to the trouble of pecking out a personal letter on the typewriter and then sending it simply to Boxholder. I want the name. I want to address the recipient as Dear Mrs. Smith."

The postage bill is a little heavy, but Walker considers the cost less than newspaper space or radio advertising, both of which he uses at times. Some of the cost of postage is borne by manufacturers or distributors. When Walker promotes name brands, he does not hesitate to ask for a little help on the postage, and he usually gets it. Both manufacturers and distributors like his letters and his persistence in sending them out.

To illustrate how Walker works with his letters, he sent out more than 1,000 letters playing up a particular manufacturer's floor furnaces and wall heaters. His letters tied in with the cooperative advertising that the manufacturer did for the 1954 fall season. Prize merchandise was featured as well as liberal trade-in allowances.

"Hundreds of my customers and prospects who read the cooperative advertising in the newspaper might



The large parking lot at the front of the store attracts transient customers and is an added convenience for women customers who drop in often to browse, particularly in the housewares department

not have bothered to come into the store if I hadn't written those sales letters inviting them," Walker said.

Some of his most valued cus-



Customer, left, has responded to one particular mailing which played up furnaces and heaters

tomers are colored people who were carefully cultivated with sales letters. In promoting big-ticket merchandise sold on installment payments, he finds that colored people who buy luxury items on the installment plan are proud of their credit standing and pay very promptly.

Walker sells these customers television sets, washing machines, refrigerators, and paint, besides smaller cash items.

Items promoted regularly with the sales letters include paint, sporting goods, builders hardware, garden tools, kitchen utensils, furnaces and heaters, and electrical appliances, including room air conditioners.

Walker pointed with pride to his attractive but compact paint department.

"I sell a lot of paint for complete outside or inside jobs through my sales letters. Paint for a house runs into big-ticket merchandise. I offer to help the customer get a bank loan or an FHA loan for any home improvements that I sell that come under FHA ruling."

Many of the sales letters have a postscript that tells about the aid in financing home improvements. Again, the postscript informs the customer concerning any current contest on merchandise that Walker sells.

"I never let a contest get by me without promoting it. Manufacturers do their part with their con-

(Continued on page 45)

**LEAN-UP
FIX-UP
LIGHT-UP**

YOUR HOME

SAYS... *Seymour's*

YOUR COMPLETE 1-5 HOME AND GARDEN

LAWN & GARDEN NEEDS

free LOAN OF FERTILIZER AND SEED SPREADER

with every purchase of any of our quality brands of lawn seed and fertilizer. Make your restoration easy!

- GIFTS & GADGETS DEPT.
- HOUSE FURNISHINGS
- HOUSE & KITCHENWARES
- SPRED SATIN
- SPRED GLOSS

WE RENT

- 10-quart Galvanis
- REG. 1.00
- Limited on years today each customer

free

VISIT OUR GIFTS AND GADGETS DEPT

Full Selection of Hand Tools, Fertilizers & Garden Tools

A mailing folder and classified ads are included in company's advertising budget for promotion of rentals

FOR RENT

Post Hole Diggers, Heavy Duty Sanders, Extension Ladders, Power Lawn Mowers, Floor Polishers, 1/2 Inch Drills, Hand Sanders, Buffers

Seymour's Hardware

2322 IVERSON STREET

Hillcrest Hgts Shopping Center

Open Sundays Phone JO 8-3838

\$3,500 Annually from Rentals

By Beatrice Miller

RENTALS ACCOUNTED for a volume of \$3,500 last year for Seymour Wilen, owner of Seymour's Hardware in Hillcrest Heights, Maryland. Since this represented a 100 percent increase over the previous year, Wilen is more convinced than ever of the value of a rental service.

For a dealer located in an area of home-owners, Wilen points out that rentals are not only profitable in themselves, but can be a tremendous stimulus to sales of new equipment.

Enlarging the rental service steadily by the addition of other items, Seymour's Hardware challenges the doubts of many hardware dealers regarding a rental plan.

"It's a mistake to think business on new items will be hurt by including a rental plan in your operation," said Wilen, pointing out that rentals frequently lead to the sale of the item itself as well as to supplementary sales. "As customers continue improvements on their home and yard, rentals bring them back again and again. Every time they return it means increased volume. Rentals hold customers as their home projects progress.

"In panelling a basement they may begin with a hand drill and then use half a dozen rentals in-

cluding a stapling machine before they are through."

Wilen listed several conditions favorable to a rental service. An area where residents have a space problem contributes to lively rental activity. Residents of apartment houses and rambler type

houses which have no basement lack the space to store bulky equipment. Therefore this is the type of item included in Seymour's rental list. Renting an extension ladder or seed spreader or wheelbarrow for the two or three hours he may need these bulky items out of a



Owner Seymour Wilen, right, believes that as customers continue home improvements, they rent more items. Here, customer rents lawn mower



Rentals are a fine source of supplementary sales. As customer rents floor polisher, Wilen sells her supplies that will do a complete job

season or a year at 75¢ or \$1.00 an hour is an agreeable arrangement for a customer.

Wilen pointed out that a seasonal item like a seed spreader may turn over four times in one day and seven times over the weekend.

Items comprising a rental list should be chosen only if there is a factory representative or a parts department in the area, according to Wilen. Lack of a part may tie up a piece of equipment causing it to become unprofitable, particularly if the item is a seasonal one.

"We rent electric lawn mowers rather than the gasoline powered mowers because our customers find them easier to operate, and we find them less expensive on initial investment, on maintenance costs and on the replacement of parts," continued Wilen.

The dealer renting equipment must keep maintenance in mind, and for this Seymour's Hardware has special procedures to keep all equipment in first class condition. For example, two pairs of waxing

machine brushes are washed and dried overnight weekly. There are two extra sets available as replacement.

Rolling equipment must be oiled, and for this, penetrating oils and lubricants are used freely. All items are checked for operation every time they go out and come in. There is daily maintenance on outdoor seasonal items during peak months of April, May, June and July which may require, altogether, about two hours daily.

The company's investment in rental items amounts to about \$1,000. Making a four-hour rental period basic to the plan, rates may range from 50¢ an hour to \$2.00 an hour depending on the cost price of the item. Stock includes among other items: three electric power mowers, power saw, six waxing machines, a commercial waxing machine, power drills, soldering irons, sledge hammer, extension ladder, vibrating sander, five seed spreaders, posthole diggers, wheel barrows, and a stapling machine. However, any item in

the store a customer wishes to rent is put on the rental list.

In a rental transaction an original and duplicate ticket are made out, with the original going into a rental file and the duplicate given the customer. The hour that a rented item is due appears on the ticket, and within a half-hour past due time, a company salesman phones a customer reminding her that someone else is waiting for the item.

After transactions are closed, tickets are transferred from the rental file to a mailing list. Seymour Hardware spends about \$300 yearly for the promotion of rentals. This includes classified newspaper advertisements in the weekly community newspaper, telephone directory, circulars once yearly and a mailing folder put out in conjunction with other merchants in the shopping center. A window sign and store streamers announce rentals. In the spring, some 5,000 circulars are distributed listing equipment available for rental.

"The dealer considering a rental plan can start out with a waxer, and 1/4" hand drill and let the customer teach him what to put on his list. Some initial promotion of rentals in the community, at a cost of about \$25 is well worth the investment," said Wilen.

He has found that his rentals stimulate sales of cleaning solvents, steel wool, fertilizer, seeds, disinfectants, drill bits, sandpaper, patching plaster, staples and hardware accompanying a home improvement project such as shields, brackets, trim, knobs, locks and latches.

At the end of a season Seymour Hardware places on sale as used items electric lawn mowers, post-hole diggers, wheelbarrows, etc., at about one-fourth of the retail value depending on the condition of the equipment.

"Even when rented items are sold at this price, revenue from rentals plus the final sale gives the company more profit than selling a new item," explained Wilen. "Moreover, rentals introduce customers to equipment they later buy new."

Demonstrations in the use of the equipment are given the customer after inquiry as to what the item is to be used for. Customer operation is observed before the item is released. Responsibility for any damage is made known to the customer at this time. When difficulties arise in operating the equip-

(Continued on page 45)



How this store "previews"

Window Displays

By Warner Ogden



BBETTER WINDOW displays and a saving of time, money and worries are possible through the "preview" method used by the W. W. Woodruff Hardware Co., of Knoxville, Tennessee.

Prior to the time this procedure went into effect departmental heads when putting in a window display, used no organized plan. First they looked over the store, spotted something they wanted, then tried it in the window. The item was shuffled about until an effective spot was found. It was difficult to remember all the

necessary items for the display. And as to whether the window had sales appeal—it was a matter of waiting to see.

Today it's a different story.

Up in a small shop, near the desk of David F. Baker, Jr., advertising and display manager, is space exactly the size of a window. There everything for a window display is assembled and set up to see how the finished window will look. Display lights are overhead, just as in the window.

Real fixtures, overhead lights—everything is used in dummy that will be used in street floor windows. Test set-ups are shown here for picnic supplies, vacation luggage, and household items

The window fixtures and signs are there.

Anything in this stage-like setting can be easily rearranged until the desired effect is achieved.

If it is a difficult window—one with a lot of different items in it—an amateur photographer in the store makes a picture of it. If it is

(Continued on page 45)



Major Profits from

Display is this store's main promotional medium with every item on its own specially designed fixture

By S. W. Ellis



Customer above finds the size frying pan she needs among the many displayed. Oversize skillets hanging in the display window, right, attract all passersby

HOUSEWARES, through emphasis on display, have become the leading line at the Norton-Brewer Hardware Company in Hot Springs, Ark. Display fixtures are made in the store and are specially designed for a particular item or a particular seasonal display.

Assistant Manager C. A. Stewart said without hesitation that displays do half the selling of housewares here. "We plan to catch the customer's eye. Then we make sure that the interested prospect can get a close-up view and can touch the item if she wishes."

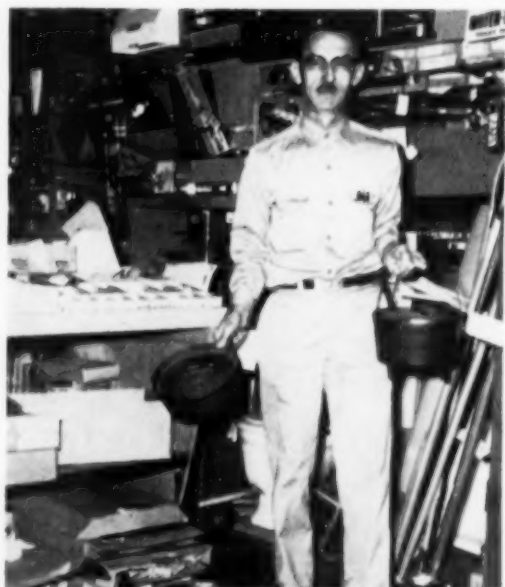
Most stores that promote housewares energetically rely on women customers to do the heavy buying. While women customers are in the majority here, men too are attracted by the unusual displays—sportsmen, restaurant and hotel owners, and home-owners spot items which appeal to them.

Stewart illustrates this point by calling attention to one of the fastest-selling items in the store—giant cast-iron skillets, the largest to be found anywhere, which are useful on the outdoor barbecue fire, for camping and for frying fish, either in camp or at home. The giant skillets hang in the



housewares window and are in full view inside the store where they are displayed on the special cast-iron display stand. Fishermen and campers, plus tourists and out-of-town visitors find these "just what they want."

"We ship the big skillets all over the country," Stewart said. "It is not uncommon for us to ex-



Assistant Manager C. A. Stewart shows legged fireplace cast ironware which is a popular item

Displayed Housewares



press them hundreds and even thousands of miles. Tourists see them in the window and remember a friend far away who needs 'the biggest skillet on earth.' Maybe the same skillet can be bought in the town where we make our shipment but dealers there may not show it with the sales appeal that we put into our displays. Our customers buy what they see, and we make sure that they see housewares, from the window to the very back of the store."

Housewares are arranged in miniature departments here, each well-stocked with a wide assortment of the item. That cast-iron-ware department is more complete than can be found in many towns much larger than this resort city. To illustrate, fireplace sets are featured — saucepans, dutch ovens, and giant boilers and fryers, all of them on legs. In pioneer days such cast-iron utensils were used in the fireplace. Today they are still used in the fireplace—in

luxurious homes. They also are wanted by campers and by homeowners who like to cook in the backyard.

A workshop in the store, equipped with a power saw, planes and sanders, is in frequent use for making and remodeling the fixtures used for displaying housewares. One of the salesmen who is skilled in the use of tools does this work. Plain boards are used, usually of 1" x 4" and 1" x 6" size. Screws, bolts and copper sheets make dismantling a fixture easy.

The copper sheets are used as a background to highlight certain displays. Such a display, decorated with copper, now stands at the front of the store in the center and is seen immediately as a customer enters the store. Kept clean and shining, the copper calls attention to copper-bottomed utensils displayed on the tiers and hung in a tall pyramid on the column that supports the ceiling. Women pause

(Continued on page 49)



Customer in top photo selects a pitcher from those displayed on one of the tables made in store's own workshop. Workshop also made pyramid display fixture, above, for displaying one line of copper-bottom cooking utensils

Hardware Pulls Prospects

By Baron Creager



After making a hardware purchase, customers are drawn to the appliance department where they feel free to "just look." Below, lady becomes interested in a refrigerator and discusses it with a salesman



ONE-FIFTH of a hardware store, if properly devoted to major household appliances, can be made to produce more than one-third of the total annual sales volume, it has been demonstrated by Cliff Groom, sole owner and manager of Groom Brothers Hardware-App-

pliance store in Pleasant Grove, a suburb of Dallas, Texas.

Last year's major appliance sales for Groom Brothers amounted to \$54,600, or 35 percent of storewide sales which were \$156,000. And since there are no outside salesmen, practically all of those appliance sales resulted from traffic attracted by hardware departments.

The appliance department, distinctively set apart by means of an enclosure, occupies a space 25 by 25 feet for 625 square feet or exactly 20 percent of the 3,125 total square feet available for sales and display space. Groom is convinced that additional hardware displayed in the same space would not have accounted for as much volume as appliances.

In his case, however, there is one attractive condition that would not exist for many hardware dealers, although a good many others could cash in on the same set of circumstances. His store is located within the corporate limits of a city wherein the appliance manufacturer maintains a service center. All warranty and other service



Window displays attract traffic into the appliance department which occupies 20 percent of the store space available for sales and display

for Major Appliance Sales

necessary for the appliances handled is assumed by the factory branch, even to picking up and delivering the appliance.

"The major appliance business has been very good for us," Groom commented, "and, in fact, I wouldn't be without an appliance department in this location. We are far enough removed from the highly competitive areas of Dallas that we are able to do business in a normal way. With a good product, we interest many prospects, and make sales, because people don't want to subject themselves to the traffic congestion of a trip to town.

"On the other hand, I wouldn't have an appliance store without a hardware store. Appliances alone don't provide enough traffic, in my estimation, at least for a dealer in appliances on a modest scale and one who need not fight continually for business to survive.

"A hardware store gives you a chance to learn your customers. People come in for hardware, with their guards down, so to speak. They aren't expecting to be pressured and, of course, they are not, like they would be in an exclusive appliance store.

"An individual may be interested in a specific appliance, or he or she may not be. Whether that is true or not, an appliance display in a hardware store gets attention, after the hardware purchase. And



Guests at a cooperative factory promotion listen attentively to a factory home economist. They receive gifts and are not asked to buy anything. Hardware sales are always exceptional on this day and those attending return here for their appliance needs. A portion of this department is shown below as it is set up prior to the demonstration

if one of us can catch a word of interest by the hardware customer, or catch one pausing on the way out, that often leads to a substantial sale."

With no outside sales effort, Groom relies on store traffic for his appliance customers, but he does not wait for weather or economic conditions to produce a satisfactory flow of traffic. He takes advantage of every opportunity to participate in cooperative promotions. When such opportunities do not exist, he makes his own.

His theory is that hardware promotions bring him appliance prospects and that appliance promotions bring hardware customers. He has proved his theory is sound.

For the past three years Groom Brothers store has been the site of a promotion sponsored—and largely financed—by the appliance manufacturer the store represents. In each case the Groom store was selected by the factory for a number of advantages. These were

(Continued on page 52)





Wholesaler officers, left to right: Howard Weddington, secretary-treasurer; Carl Johnson, second vice-president; R. C. (Jack) Neely, first vice-president; Joe Wood, president; Fred W. Heitmann, retiring president. Weddington is also secretary-treasurer for the Booster Club

Texas Wholesalers Meet

ALTHOUGH AN economist analyzes Texas and finds an economic complex, the state actually contains one of the great economic empires of the world but, even so, such an economy is worthless in modern business unless it is exploited through effective salesmanship, "the sword arm of business."

These viewpoints, obviously of an economist and a business executive, were those of two principal speakers presented to Texans during the fifty-ninth annual convention of the Texas Wholesale Hardware Association, June 16-18 in Fort Worth.

Formally identified by the program as the convention of this association, the meeting is much more than that since for one year less than a score it has featured joint activities, and fellowship, with members of the Texas Hardware Boosters Club.

Business deliberations are limited, the main purpose being to bring buyer and seller together in an atmosphere of festivity and the Boosters traditionally seize this annual opportunity to provide lavish food and entertainment for wholesalers.

This year's attendance kept pace, with 543 attending the climax cocktail party, dinner and dance at the swank Ridglea Country Club,

with Booster hosts guessing that—possibly but improbably—a dozen present missed this event.

In their annual election, Texas wholesalers followed a new pattern defined last year and chose officers for one year of service.

Fred W. Heitmann, of the F. W. Heitmann Co. of Houston, was succeeded in the presidency by Joe F. Wood, of the Corpus Christi Hardware Co., of Corpus Christi, who served the past year as first vice-president.

R. C. (Jack) Neely, Amarillo



Charles T. Evans addresses joint meeting

Hardware Co., Amarillo, was advanced from second to first vice-president and the new second vice-president is Carl Johnson, The Walter Tips Co., Austin.

The executive committee will consist of those officers—with Heitmann as chairman—and six others, two being re-elected from last year. These are Tom Clark, Jr., of the Buhrman Pharr Hardware Co., Texarkana and J. C. Pollard, the W. H. Richardson Co., Austin. Newly-elected members are: Harry Black, Black Hardware Co., Galveston; W. H. Philp, Huey and Philp Co., Dallas; D. R. Bonner, Bonner Wholesale Hardware Co., Sulphur Springs, and Jack Cole, Beca Chica Hardware Co., Brownsville.

The Booster election likewise followed the advancement pattern with Joe Torbron of Austin being advanced from first vice-president to president, succeeding Warren F. (Bunk) Ward of Dallas. John Daring advanced from second to first vice-president and the new second vice-president, Clyde Holley of Dallas, moved up from the executive committee.

The new executive committee consists of Hubert Groves and C. A. Goldstrom, both of Houston, Frank Jordan and William Hoofstittler, both of Dallas.

An advisory board includes three past presidents—Ward, C. Earl Stafford of San Antonio and Charles F. Lanter of Fort Worth. Other members are J. S. Hardison of Memphis, Ray H. Young of Houston, Edgar Farrar and Baron Seiferd, both of Dallas.

Chronologically, Boosters were first to get down to business with a meeting of the executive committee on June 16. This was followed on Friday morning, June 17, by two breakfasts, one for the wholesale association executive committee and one for Booster past presidents. In the latter, 13 of a total of 16 were present.

Boosters then went into their annual business meeting, featured being the election of officers, introduction of a large number of new members, brief committee reports and considerable merriment.

This year's principal convention session, the traditional joint meeting that attracts wholesalers, Boosters and ladies to hear one principal speaker, was heavily flavored with Fort Worth promotion. Bob Owen, city councilman who welcomed the mixed audience to Fort Worth, presented an honorary citizenship card to Fred Heitmann, who seemed reluctant to accept. A similar card was presented to Charles T. Evans, featured speaker from Little Rock Ark., because, Owen said, both Houston and Little Rock are in Fort Worth trade territory.

Evans, who is assistant to the president of the Arkansas Power and Light Co., had the subject, "What Makes It Tick," and proceeded to show that what makes any free enterprise system "tick" is selling.



Charles E. Nash, Fort Worth wholesaler and chairman of the wholesaler-Booster committee for TWHA, thanks those who helped make convention a success. Left to right they are, Ralph Dustin, Jr., chairman, golf tournament committee; Mrs. Fred W. Heitmann, chairman, ladies luncheon and style show; Nash; John Lindroth, chairman, Booster general entertainment and Warren F. (Bunk) Ward, retiring Booster president. Nash is a past president of both TWHA and the Southern Wholesale Hardware Association

"Business is a method by which the needs of the people are supplied. We need not listen to those who would tell us we reached the limits of our economy a few years ago. There is no limit except our energy and enterprise.

"Selling is the sword arm of business and if it were not for selling and advertising we would still be in the horse and buggy days."

Wholesalers devoted most of the morning of the final day to their annual executive business meeting. This involved election, reports of officers and various committees.

As is customary, President R. H. Lindop and Executive Director Ray M. Souder, of the Texas Hardware and Implement Association,

were invited to appear. Souder said the wholesalers were interested in his report of a plan of the retail association to hold management clinics for retail dealers.

An address, "Industrial Trends in the Southwest," was concluding feature of the wholesaler meeting and the speaker was Dr. Arthur A. Smith, nationally-recognized economist of the First National Bank, Dallas.

"When I came to Texas from Indiana I could not account for the formidable position, for example, of Dallas," Smith said.

"There were no sound economic advantages in this particular location, no water ways, no mineral deposits. Strictly a man-made city.

"In the Rio Grande Valley, however, we find waste land turned into a rich agricultural section and now with the Falcon dam for irrigation, there is a vast future for the area, with every indication of a large increase in demand for its products. This should be true in Texas alone, with 8,500,000 population now and 14,000,000 projected for 1975.

"All in all, the economy of Texas is somewhat complex and contradictory and the wisest thing to do, it seems, is to develop to greater extents the various types of economy that we find, rather than try to change them."

Next year's convention has been scheduled for Dallas, June 14, 15 and 16, with headquarters in the Hilton-Statler hotel.



Booster officers, left to right: Warren F. (Bunk) Ward, retiring president; Joe Torbron, president; John During, first vice-president; and Clyde Holley, second vice-president

Toys Have Year-'round Appeal

By William Bottenhorn

THE short life of a toy after it reaches the hands of a youngster, plus the fact that frequent replacements are made, caused Leon B. Parker, owner of the Minge's Hardware Co., Newport, Kentucky, to give serious consideration to the advantages of featuring toys the year around.

Parker previously had carried a limited line of toys at the Christmas season, and had enjoyed a decided increase in seasonal traffic. Why not have the increased traffic throughout the year, he reasoned.

The primary problem was limited display area. Even though toys had proven to be a profitable item at Christmas time, Minge's is a hardware store, and Parker did not want to disrupt the hardware inventory or its proper display.

The annual seasonal toy display had been limited to a generous portion of one display window. The customer made a selection from this window display and duplicate items were drawn from a second floor stock room. This system worked well—except at times when a customer would make one selection at a time and the sales-



Converted stock room allows ample space for open display of toys, and customers enjoy browsing around this new department the year around

man was forced to make several trips to the second floor to complete the sale.

This inconvenience caused the salesmen to frown on the idea of making toys a year-'round feature.

Lease holds on adjacent buildings made expansion impossible. Then Parker conceived the idea of converting the second floor stock room into a toy department.

(Continued on page 52)



During the Christmas season a window display conveys completeness of toy stock



Permanent electric train display leads to sales of accessories throughout the year

Want More Sales? It's a Breeze with-

CLIPPER GLAZE

(elastic)

Glazing Compound

CLIPPER CAULK

Caulking Compound



priced low for volume sales—yet high in quality!

New label design! A top-flight designer has created this soon-to-be famous Clipper label. It has the buy-appeal that will step up sales and bring you extra profits!

New price appeal! Both CLIPPER CAULK and CLIPPER GLAZE are priced to meet today's demand for low cost compounds of quality. Trouble-free performance—at a new low cost!

Clipper Glaze (elastic) Glazing Compound

For glazing wood, steel, aluminum and bronze sash. Perfect too, for dozens of repair jobs such as filling nail holes and cracks. Easy to use and will not sag or crack. Remains elastic underneath and holds tight permanently. Available in all standard size friction top cans of 1# and up.

Clipper Caulk Caulking Compound

Now in both natural and white. Use-proved for quality and performance. Packaged in a practical fibre cartridge that fits all standard caulking guns. Provides a permanent seal against wood, metal or masonry surfaces. Remains elastic and will not bleed, stain or discolor. Cartridges packed 10 per case. Also available in quarts, gallons and 5 gallons.



Line up with these two profit producers right away! Order your stock of CLIPPER GLAZE AND CLIPPER CAULK from your jobber now.

The Dicks-Pontius Company • Dayton, Ohio

Alexandria, Va. • Decatur, Ga. • Dallas, Tex.



New, one-story facilities provide 85,000 square feet of floor space

Florida Hardware's New Home

THE FLORIDA Hardware Co., hardware wholesalers with headquarters in Jacksonville, Florida, recently celebrated at the same time its 76th anniversary and the opening of its new warehouse and offices at 436 Cassat Avenue. On May 18 and 19 an open house, attended by many friends of the company, was held at the new facilities. Previously 2,000 invitations had been sent to retail customers, manufacturers and their representatives, and others.

For 53 years the Florida Hardware Co. occupied buildings at Main and Bay streets, one of the

prominent downtown corners of Jacksonville. However, its warehouse property was taken over for a large municipal parking area, necessitating a move to another location. The company's retail store remains at the Bay street location, but it is the company's intention to divorce itself completely from retail hardware business, which has comprised only about three percent of its total volume. The retail store may be leased to another operator, according to J. B. Yerkes Jr., vice-president and secretary.

This has been a family-owned

business from its beginning. Jonathan Yerkes, president and treasurer, and J. B. Yerkes Jr., vice-president and secretary, are grandsons of the founder, Jonathan Yerkes, who was once a partner in Yerkes & Plumb of Philadelphia. After Jonathan Yerkes sold out in 1886, this company has been operated as Fayette R. Plumb, Inc., one of the country's leading tool manufacturers.

Shortly after selling his previous business interest he started in business in Jacksonville by purchasing the George F. Drew Hard-
(Continued on page 53)



Wide aisles in one-story warehouse permit use of lift trucks

Personal Letters

(Continued from page 32)

tests, but, after all, it is up to us dealers to put it over."

When one automatic washer was promoted with a contest earlier in the year, Walker sent out several hundred sales letters which stimulated an impressive response.

All of the sales letters thank the recipient for past patronage. Walker knows that some of them have never come into the store, yet he feels that his expressed gratitude has a psychological effect on the reader making him want to patronize a dealer who appreciates him.

Walker keeps adding to his mailing lists which he checks frequently. The names of new customers who drop in are checked against the list. He is proud of new customers who have been attracted by his large parking lot, his windows, and his outside displays. They usually come in to buy something. And when they get a personally typed and signed letter thanking them for the business and inviting them to come in again, they remember this eager young dealer who has his eye on

future growth.

When he built his store, he planned for that future growth. At this time, part of the building is occupied by a drug store but there is plenty of room for future expansion.

Under the compact little store is a basement which Walker uses as a warehouse.

"I don't carry a heavy inventory of big-ticket merchandise. With distributors at hand, I only need show one or two units on the display floor."

Walker operates with two floor salesmen. His own desk is in the middle of the display floor. Here he sits, writing his sales letters whenever he has a few minutes to spare. He seldom works without interruption. Even when the floor salesmen can handle customers, some outdoor man usually spots him at the typewriter and comes up to discuss crossbows or rifles.

That is exactly what Walker wants. Sporting goods, highlighted in his friendly sales letters, draw customers to him.

"I'm not getting spectacular results from the letters," he concludes. "They're paying off with a good, healthy growth in my vol-

ume. When I peck out a hundred letters and sign them, I know that 15 recipients will come in to buy, usually within a few days.

"Maybe the day will come when I'll have my sales letters multi-graphed. But right now I prefer to type 'em myself. I like to hit the wrong key occasionally just to let the reader know I'm writing to him personally."

Several times a week a customer comes in grinning. "I got your letter," he says.

Walker feels that they would not bother to say that if his letters were done mechanically.

"My sales letters are my hobby. I enjoy writing them. And I enjoy the response I get."

Profits from Rentals

(Continued from page 34)

ment customers are encouraged to call the store. Someone from the store will go to the customer's residence to give assistance.

"We have had no losses from disappearance of equipment in the two years we have operated the plan," said Wilen. "People are



3 BEST SELLERS

IN HOME ICE CREAM FREEZERS

★ Get your share of the profitable home ice cream freezer market! Quick turnover products with proven sales appeal and backed by nearly a century of manufacturing "know how". Not just a seasonal item. Porter home freezers will move off your shelves the year around. ★



White Magic
Refrigerator Type
ELECTRIC ICE CREAM FREEZER
A new and sensational electric freezer. No ice ... no salt ... Works in freezing compartment of almost any electric refrigerator. Makes 2½ quarts of good old fashioned ice cream.



HUSKY
A guaranteed, hand operated freezer. Finish in blue enamel, solidly constructed, the Husky is made in 2, 4 and 6 quart capacities.



DOLLY MADISON
Electric freezer with exclusive "Twist Lok" feature. Simple, efficient operation. 2, 4 and 6 quart capacities.

THE WORLD'S LARGEST MANUFACTURERS OF HOME ICE CREAM FREEZERS

P

MANUFACTURED BY *The G.E. Porter Corporation*
OTTAWA • ILLINOIS



PLASTEX

10'

Symbol of Perfection

Everywhere the PLASTEX brand is recognized as an outstanding mark of quality. A reputation attained through constant research for a better product, careful selection of the finest, purest raw materials and an exacting manufacturing process which consistently produces pipe with unsurpassed standards in performance, durability and long life.

We invite you to join the many who proudly sell, install and profit with PLASTEX . . . hallmark of perfection in plastic pipe.

THE PLASTEX CO. - Columbus 3, Ohio

PLASTEX
SINCE 1939

Our Sixteenth Year of Achievement in Plastics

CONVENIENCE COMES IN A CARTON

The J&L 100 lb. Nail Box



REMEMBER—J&L Nails
are packed for your convenience.
Fill your requirements NOW!

Jones & Laughlin
STEEL CORPORATION — Pittsburgh

SOUTHERN HARDWARE for JULY, 1955

Saves Space

50 J&L Boxes can be stacked on pallet that would hold only 32 wooden kegs. Shorter box saves 15" when stacked 6 high on 3 pallets.

Better Identification

Size and type plainly printed on top and two adjacent sides. Better inventory control reduces shipping errors.

Safer, Easier Handling

Rectangular shape, straight uniform sides permit safe, solid stacking to greater height. Strong, lightweight, weather resistant J&L Box has no projecting nails or splinters.

Easier Opening

No wire to cut. Simply break perforations and lift off top.

Attractive Appearance

A neat modern package that's ideal for sales-building floor displays.

**J&L
STEEL**

honest and feel responsibility for the property of others. However, I would add that renting equipment only in the immediate area affords a dealer a better control of rentals."

Window Displays

(Continued from page 35)

a simple window, then a sketch is made. From the picture or sketch the display is reproduced in the real window downstairs.

"This way we know just how our window display will look," says Baker. "We are all set for a quick installation instead of having to go around looking for things.

"Before we tried this, we had no schedule. We just had to go through the departments and pick out merchandise—then figure out what we would do with it.

"We change each window once a week. And we try to give every department representation in the windows. We work out a window schedule a month in advance which gives us time to plan and organize our windows. A merchant just can't throw in a window in a day and expect it to sell merchandise."

For example, Woodruff's wanted to put in a window display promoting the theme that "Summer Time Is Fun Time!" So a large card with that lettering was made, with this line added to the card in smaller lettering: "Whether it's a holiday picnic or an outing for sports."

This card was placed up near the front of the dummy display set. Then around it were placed such items as an outdoor oven, picnic supplies, fishing equipment, lanterns, golf clubs, baseball gloves, tennis and badminton equipment. A touch of realism was given by a mannequin dressed for cooking at an outdoor oven and another holding a fishing rod, with a cutout of smiling Old Sol appearing on the backdrop.

The dummy setting is in the shop where cards and cutouts are quickly made. Anything needed is made by one man there who only has to take a few steps to see how it will look.

The store has two display windows downstairs and in remodeling, these were lowered to street level so that more of a homelike

atmosphere could be created. Wasted space was eliminated, and the windows look more modern.

"We wanted the merchandise in our windows to appear as it would in the customer's own home in-

stead of looking artificial," explained Baker. "This way, the windows have more eye-appeal too, we believe—and you'd be surprised at how much windows are the eyes of the store."

Electrical Supplies Department Is This Dealer's "Hot Corner"



J. R. Lance, 80 years old and still active in the business, checks a display of electrical merchandise which proves to be the "hot corner" of new store

THE NEW STORE occupied by Lance Hardware Co., Seadrift, Texas, was designed to capitalize on the value of display. Individual display fixtures were designed and built to accommodate specific merchandise.

Without anticipating it, the display unit for small electrical items has turned out to be the "hot corner" of the store, according to Mrs. R. M. Ryon, who manages the store with her husband. Founder of the store is J. R. Lance, 80 years old and still thinking up new ideas to move merchandise.

The electrical display fixture is a canopy-type, four-cornered unit with stock bins in the base and

three receding shelves above, to give maximum serviceability to the self-service feature of the display.

The ceiling of the unit contains live light globes, always turned on to serve the double purpose of spotlighting the display and showing the customer the appearance of each globe.

The company does not keep records by individual display units, but Mrs. Ryon declares that this electrical unit, far to the rear of the store, not only has turned out to be the "hot corner" of the establishment, but it draws customers all the way through the store to patronize it.

Displayed Housewares

(Continued from page 37)

on the street when they glance in at the shining display and then come on inside to examine all the items on the attractive store-made pyramid.

Another spectacular display is composed of bean pots and casseroles, stoneware that is shipped by the carload, accompanied by stone flower pots and bird baths. The bean pots and casseroles are year-round items and therefore have choice permanent display. The bird baths and the flower pots are seasonal and are pushed vigorously in the spring. Every spring more than 200 of the bird baths are sold at prices ranging from \$3.50 to \$7.00. With the bird baths go many flower pots which also are given prominent display in season.

Usually only a sample of two of the bird baths are carried over from the spring shipment because stock is depleted by eager buyers. During off seasons, the stoneware is kept at the back of the store still displayed advantageously. Owner W. P. Norton and his well-trained sales staff know the value of display in season and out of season.

"What is hidden away," said Stewart, "usually remains hidden from impulse buying. Only a few sales would be made to those who come in and ask for that particular item. That is why we move and shift our housewares continuously—why we make our own fixtures to fit the displays. You see, we want every item to be displayed and plan our fixtures to provide for this."

Stewart, with 14 years in the catering business behind him, is well acquainted with what hotels and restaurants want in supplies for kitchens. As a result of this experience he has been able to add to housewares volume through sales to hotels, restaurants and motels.

Because all displays are planned carefully and their seasonal value weighed, hotel and restaurant supplies are shown in their own department near the rear of the store. That leaves the front part of the store for traffic-builders—items that attract the greatest number of customers. Kitchenware, of all kinds, for the commercial kitchen is shown. Stewart feels that unless the store has an experienced sales person who knows the needs of restaurants, the buyer for this de-

partment should rely upon the aid of the wholesaler's salesman.

"The right buying for this department is necessary for quick turnover," he explained. "Hotels and restaurants soon will learn of the dealer with a well-balanced stock who can serve them, and sales will increase without much promotion."

The one saleswoman who serves customers in the dinnerware and small-but-attractive giftware department doubles as the bookkeeper. Her desk is near the department and she can put her accounts aside when she is needed.

Most of the regular customers for housewares have charge accounts here. Their names form an important mailing list used several times a year. No statement goes out without a stuffer or envelope enclosure which is supplied usually by the manufacturer.

For those who do not have charge accounts, layaway is popular. No set rule is made for a down payment, but the customer is asked to pay for the purchase within 90 days. Most layaways are bought for the Christmas season and layaway promotion starts in August. The layaways are stored



for FARM and INDUSTRIAL USE

The New Diamond Clevis Hooks and Double Clevis Links


for Greatest Strength and Convenience

Pins heat treated and easily removable with only pliers.





DOUBLE CLEVIS LINKS AVAILABLE IN 4 SIZES:
1/4" 5/16" 3/8" 1/2"

Diamond Cold Shuts are forged with ends perfectly round and square cut. Made only with shoulders and pinched ends.



CLEVIS HOOKS AVAILABLE IN ALL STANDARD CHAIN SIZES

Diamond quality drop forged slip and grab hooks are also made in conventional pattern.

DIAMOND CALK HORSESHOE CO.

ESTABLISHED IN 1908

4604 GRAND AVENUE

DULUTH, MINNESOTA

MORE REVERE WARE BEST SELLERS

New products . . . new customers! Two new sizes of famous Revere Ware French Chef Skillets . . . a gorgeously gift-packaged 3-piece *Skillet Set* . . . beautifully designed, *cover-opening* Stainless Steel Tea Kettles with copper bottoms, in 2, 3 and 5 quart sizes!

And . . . announcing the world premiere of Revere *Patio Ware*! A completely new, completely different product for your fastest growing market. You've *never* seen anything like Revere *Patio Ware*!

New!

#1500 FRENCH CHEF SKILLET SET

. . . 6 inch, 7 inch, and 9 inch copper-clad stainless steel French Chef Skillets each with cover . . . plus 6 solid copper utensil hangers.

Open Stock Price . . . \$21.60
Special Set Price . . . \$19.95



New! FRENCH CHEF COVERED SKILLETS!

. . . These two new sizes complete a selection of Revere Ware Skillets ranging from 6 inches through 12 inches, priced from \$4.95—\$9.95.

No. 1447—7 in. Retail \$5.95
No. 1449—9 in. Retail \$7.95



New! TEA KETTLES!

. . . At last, a selection of three brand new Stainless Steel Revere Ware Tea Kettles with solid copper bottoms. *Large cover openings* for easy cleaning, cool Bakelite handles and knobs.

No. 882—2 qt. Retail \$5.95
No. 883—3 qt. Retail \$6.95
No. 885—5 qt. Retail \$9.95

New!

EGG POACHER UNIT!

Be sure to order the new Egg Poacher Unit. 1 quart Covered Sauce Pan with 1 cup Egg Poacher Inset. Designed for warming baby foods, bottle warming, etc.
No. 1484 . . . Retail \$5.95

*Good Cooks
Everywhere
Use...*



See REVERE Patio Ware

First showing at the Atlantic City Housewares Show! Booth Nos. 506-8-10-12

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division
Rome, New York • Clinton, Illinois • Riverside, California

Turn Waste Ceiling Space Into PAY SPACE... No Ceiling on Profits with...NEW Moe Light Display Deals



MOE LIGHT M-5061 WALL DISPLAY

This 4' x 3' silent salesman adds life and light to your store... adds dollars to your profit, too.

DEALER COST of FIXTURES..... \$70.95*

PLUS BOARD COST..... 18.95

DEALER COST of ASSORTMENT..... 89.90*

TOTAL 19 FIXTURES...RETAIL VALUE \$106.30*

FREE! One M-116 Mirror Light... two-light incandescent. One M-1067 Twin-Accent. (Total retail value of \$18.90 offsets cost of board.)

MOE LIGHT M-5084 DISPLAY... FOR REAL COUNTERPUNCH

This Moe Light Merchandiser comes with 16 lighting fixtures at a retail value of \$73.60*, but you pay only \$48.95*. (Board cost of \$10.95 is offset by two free fixtures—Outside door lights M-885 and M-880.)



Fort Atkinson, Wisconsin

(Division of THOMAS INDUSTRIES INC.)

In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

FREE fixtures offset cost of boards

MOE LIGHT M-5060 CEILING DISPLAY

Size 6' x 4'

NOW'S the time to put that lazy ceiling and wall space to work—build impulse sales, make more profits, Moe Light has a complete line of displays to fit every need.

DEALER COST of FIXTURES..... \$ 99.95*

PLUS BOARD COST..... 29.95

DEALER COST of ASSORTMENT..... 129.90*

TOTAL 21 FIXTURES...RETAIL VALUE \$150.25*

FREE! One M-1202 32/22W Polished Copper Instant Start Circline and one M-1015 four-light Dining Room Fixture. (Total retail value of \$29.90 offsets cost of board.)

*Prices Slightly Higher Denver and West

**INVESTIGATE THESE PROFITABLE LIGHTING
DISPLAY DEALS NOW—
MAIL THIS COUPON TODAY**

MOE LIGHT, Fort Atkinson, Wisconsin
Division of Thomas Industries, Inc.
Dept. SOH-7

☐ Send me complete information on all Moe Light Display Deals.

☐ Please have a Representative call on me.

NAME _____

CO. NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

on the balcony.

The balcony also is used for a line of merchandise that some stores consider a little obsolete—sheet iron heaters and old-fashioned lamps using oil instead of electricity. Campers and people living or summering in the more remote localities are the customers. And there are enough customers to make the line profitable.

"Anything that brings people into the store is profitable for us. If we get them in, displays planned for impulse buying do that extra selling that swells volume."

Radio spot announcements are made daily on housewares and are timed to catch the housewife's attention. The Sunday newspaper also is used, especially in advertising seasonal items.

But the main promotional medium here is planned display with every item in a place of its own on those flexible fixtures that are products of the store's workshop. Those fixtures appear first in the windows to show fast selling items and go on through the store with tier after tier of housewares that both men and women buy.

The men have their own half of the store, attractively stocked with general hardware, sporting goods, and one of the most complete displays of riding equipment in the state. But the men frequently wander over to the housewares section and indulge in the activity for which every display was planned—impulse buying.

Hardware Pulls Prospects for Major Appliance Sales

(Continued from page 39)

suburban location, easy accessibility, facilities for seating an audience, outstanding display and a complete line.

"Cooperative factory promotions make it easy on the dealer with not so much work and worry involved," Groom explained. "And when a factory brings in talent for a promotion, you can be assured that talent is the very best—something a dealer could not easily afford to buy."

"In our promotion last spring I spent not in excess of \$100 and as a result of the 'show' I sold a \$477 refrigerator that same day. This gave me my expenses back with dollars to spare. Within a short time after the promotion I sold two other major appliances.

"Most attractive feature of such a promotion, however, is the fact that sales result for months and months and even years afterwards. I am still selling appliances as a result of the first factory-sponsored promotion two years ago. And on the day of this last promotion we sold a substantial amount of merchandise entirely unrelated to appliances."

"Events like that simply stir up interest and get people into the store. Hardware sales on the day of any appliance promotion are always heavy."

Groom has learned to confine his publicity and advertising efforts to a period of not more than one week previous to the date of the promotion. Any stimulating effort expended in advance of a week previous is lost, he has found, because public interest wears out.

His 1954 promotion was set for Wednesday, May 5, and on the preceding Thursday his first window announcement made its appearance. The weekend following that Thursday his 5-column by 10-inch advertisement appeared in "The Texas Mosquito," community newspaper; and on the day before the promotion he distributed 5,000 circulars.

Otherwise, all he had to do was properly arrange the appliances to be demonstrated and obtain chairs for as much room as the store could afford.

The circulars announced a free drawing for appliances and cooking thermometer sets, with a free gift for all. An audience of 50, mostly women with a sprinkling of children and even men, filled the seating space to capacity. To the surprise and satisfaction of all, every member of the audience received free a cooking apron plus a cooking thermometer set valued at \$2.50. In addition a \$12.95 iron was given away to the lucky number holder.

"Through special arrangements with the factory, I got the cooking thermometer sets for 75 cents each," Groom explained. "It was my intention all along to give a cooking thermometer set to everyone attending, but I couldn't afford to say so in the circular. Had I done that, the store would have been so jammed with people interested in the free set and nothing else that it might have made it impossible to go through with the show as planned."

"Hours of the demonstration

were announced as 9 to 11, but everyone was so interested it didn't break up until noon. And that's all it was, a demonstration. No one was asked to buy anything. The factory home economist simply demonstrated in a thorough and highly efficient manner, the complete line of appliances we sell."

Groom would welcome such a promotion more often for, although he kept no record of hardware sales on that day, he remembers that his sales of hardware were exceptional. Getting people into the store reminded them of something they needed, he explains. And for those who attended the demonstration there was a definite sense of appreciation for the show.

Smaller promotions, however, are almost as consistently effective in proportion to the effort expended, this dealer contends. So he is constantly on the alert for a good quantity buy, such as garbage cans or household items in constant and universal demand. These, appropriately advertised at a "special" price, serve the purpose on a lesser scale.

They bring people into the store and that is the ultimate objective of any promotion. What if many people do come only to buy the one "special?"

"That's the advantage of a small appliance department," Groom commented. "Hardware makes the traffic. But you don't know when the sale of a 35 cents pan may lead eventually to the sale of a refrigerator. It has happened to me."

Toys Have Year-'Round Appeal

(Continued from page 42)

Space already had been made available on the second floor for stocking the Christmas toys with only a minor disruption in the hardware stock. The toy stock room is directly over the main store with a stairway connecting the two. Parker solved his problem by converting the stock room into a combination of a permanent toy display and a stock room. He opened the stairway to store traffic to draw customers to this area the year-'round.

Hardware stock which occupies the wall shelf space was not disturbed. Tables were set up in the center portion, space previously allotted to toy storage. A representative toy was displayed on top

of a stack of boxed, or packaged duplicate items. Parker pointed out that with this method of display the store can keep a visual inventory of every article at all times. Prices are marked plainly on the containers which is an incentive to self-service. In the off-season the department is almost entirely self-service since the customer is encouraged to browse around and make a leisurely selection without a trailing salesman.

A feature attraction of the toy department is an electric train display which is the only permanent set up in town. It has a special year-round appeal and leads to sales of additional trackage and other accessories.

Parker's plans provide for a conservative advertising budget with all advertisements reminding the public of the toy department. Sidewalk traffic is drawn by a window display in which toys share with hardware. A sign suggesting the lay-away plan for toys is a part of every window display as a constant reminder for the window shopper. During the Yuletide season an entire display window is given over to a display of toys.

Another advantage Parker claims for the toy department is that it ties in well with displaying garden supplies more attractively and abundantly. After the Christmas season when the toy stock is low, the remainder of the toys fill a condensed area, and the space thus made available is used to display garden tools and supplies. As the demand for garden needs taper off, the new stock of toys is timed to arrive again to fill out the toy department.

Florida Hardware's New Warehouse

(Continued from page 44)

ware Co., which had been established in 1879. His company was one of the victims of the disastrous fire which destroyed much of Jacksonville early in the century. The building which the company had occupied until recently at Main and Bay Streets was completed in 1902 about a year after the fire.

The new warehouse, a one-story structure with 85,000 square feet

of floor space, is situated on the western fringe of the city's largest industrial area. As most of the goods handled arrive by railroad cars and go out on trucks, the warehouse was laid out with a railroad siding accommodating nine cars on one side and a truck platform with 35 berths on the other side. Wide aisles permit the use of lift trucks. Pallets are used wherever feasible for quick unloading and loading and for storing. Platforms, 10 feet wide, run the full length of the building.

The company delivers to retailers with its own fleet of nine trucks, including three semi-trailers, covering eastern and central Florida as far south as Boynton, Lake Wales and Winter Haven, as far west as Marianna and south-eastern Georgia to a line from Brunswick to Valdosta.

Spacious office facilities have been provided in the new building. These extend 200 feet across the front of the building and 50 feet in depth. Offices are air-conditioned, soundproofed, and lighted by fluorescent fixtures. Adjoining the office area is a 50- by 100-foot sample-room, facilities the old warehouse did not have.



HEXAGONAL NETTING

Standard for the wire fabricating industry... evenly woven
... perfectly straight selvage
... heavily galvanized...

The widespread popularity of Wright Hexagonal Netting is apparent when you see the famous colored rooster label in each bale on display in countless hardware stores everywhere.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.



DOES EVERY JIG SAW JOB

- CORNICES
- SCROLL WORK
- CABINETS
- TOYS
- FURNITURE

Just

\$11.95



converts your table saw to a big jig saw in 3 minutes

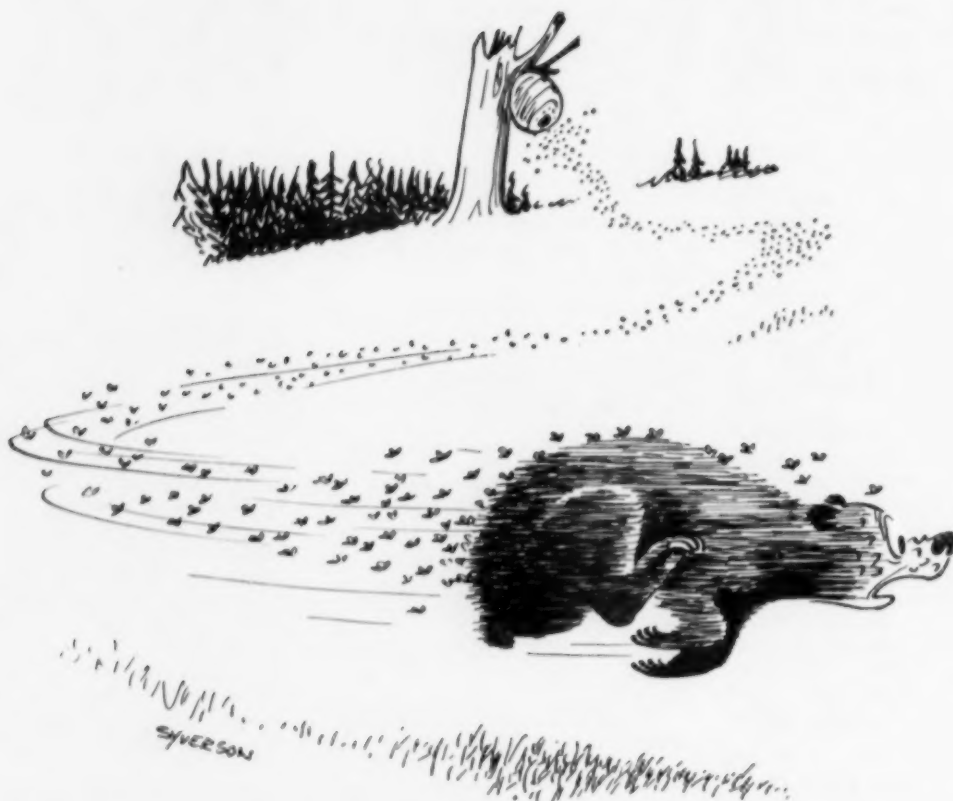
Now you can have a rugged, big-capacity jig saw simply by mounting Circle Jig on any 1/2" or 5/8" arbor table saw. Mounts quickly and easily. No special tools required. Compares with any high-priced jig saw—actually outperforms most. Exclusive operating features assure long, trouble-free service.

If your favorite hardware wholesaler cannot supply you order direct from

Versa-Tool

manufacturing company

407 Lake Avenue
Racine, Wisconsin



Your customers know J&L Galvanized Ware—They'll keep your stocks moving fast.



New Headquarters Building Planned for American Hardware Mutual

AMERICAN Hardware Mutual Insurance Co., founded and still directed by a group of Minnesota hardware merchants, laid the cornerstone on June 2 for its new \$3.5 million headquarters building in Minneapolis.

City and county officials and representatives of the Minnesota Retail Hardware Association and other groups attended the ceremonies to honor the firm.

H. R. Caley, Elk River, Minn., hardware merchant and president of the policyholder-owned company, pointed out that the building, fourth new home office since the company's founding in 1899, underscores the continual growth of the firm.

The new structure, on the shore of picturesque Lake Calhoun a short distance from downtown Minneapolis, is the organization's second new home office building. It will take the place of the present headquarters—now outgrown—which first was occupied in 1923.

The company name recently was changed from Hardware Mutual Insurance Company of Minnesota to "more truly reflect the nationwide character of the firm," Caley said.

The company was established in Minnesota by a group of hardware merchants for protection for their own businesses, and has broadened its coverage to include automobiles and homes, as well as other businesses.

Wallrite Campaign Emphasizes Display

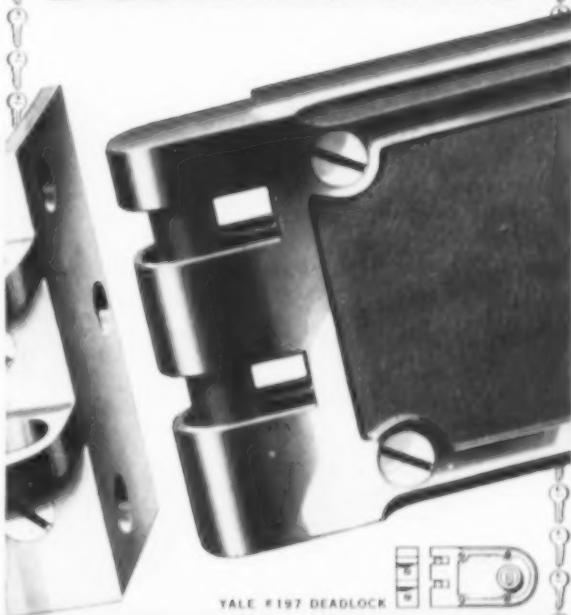
ANY DISPLAY is better than none, and hardware dealers have some real problems to solve. This fact is being explained in great detail and in various ways by many hardware dealers in the summer sales campaign now being conducted in the southern states by Fleming & Sons, Inc., Dallas, Texas, manufacturers of the heavy-duty decorated building paper.

J. B. Fleming, newly-elected president of the 62-year-old paper mill, oldest of its kind in the Southwest, planned the campaign to celebrate Wallrite's 21st year. The campaign, planned especially for dealers and wholesaler salesmen, is partly based on a contest. It asks that dealers tell how they prefer to display Wallrite. The winner, to be chosen after August 15, will have his choice of a new Fairlane Sedan or a Customline Ranch Wagon.

Hardware dealers, like other aggressive retailers, frequently evaluate display space, Fleming explained, but the multiplicity of articles now being handled in the average hardware store presents certain problems. The do-it-yourself trade has grown tremendously. Departments once small are frequently several times their original size, and all such changes present display space problems.

"We'll have a pretty complete story on Wallrite displays when our summer campaign is finished," Mr. Fleming said. "This information will be helpful to us in many ways, all directed toward a better selling job. That's the kind of information we like to have."

YALE DEADLOCKS



YALE #197 DEADLOCK

**YALE HAS THE PRODUCTS
AND THE POINT OF SALES DISPLAYS
THAT SELL THEM FAST!**



FREE! SEND NOW!

Write for valuable booklet
"The Key to Selecting Auxiliary Locks"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.

YALE REG. U.S. PAT. OFF.

YALE & TOWNE



BRIDGEPORT,

Remington Dealer Letter



CONN.

THE HOTTEST SALES IDEA IN 22 AMMUNITION HISTORY

New Remington ROCKET 22 shorts in the revolutionary new Flat Pack!

More wham *More flash*
More fun **MORE SALES**



Rocket 22's Come in Self-Dispenser

**Also Fit Remington
22 Counter Merchandiser**

SELF-DISPENSER—Just one more sales punch for the hardest-hitting 22 sales idea yet! When you order new Remington Rocket 22's, 20 Flat Packs come in each brightly colored point-of-sale dispenser. It tells the big selling story—"more wham, more flash, more fun"... shows what it sells, sells what it shows!



COUNTER MERCHANT-DISER—If you already have one or plan on getting the attractive Remington counter merchandiser for 22 ammunition, you'll find the first section is extra-wide—made especially for the new Remington ROCKET 22's—you're all set already!

"Rocket" is Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

**Over 500 dealers report —
"They'll sell like hot cakes!"**

Sales tests show new Remington ROCKET 22 shorts will set off the biggest sales boom since the first rim-fire 22!

Similar to the popular Remington 22 shooting gallery shorts, new Remington ROCKET 22's give your shooting customers more of everything they want—more *wham*, more *flash*, more *fun*... give you **MORE SALES!**

The new ROCKET shorts are packed in cellophane eye-appeal, buy-appeal packs of 28—with such a modest unit price that they look like the biggest bargain on the counter—and bring you a bigger profit!

How did they do in actual sales tests? Phenomenally! Take the word of the Remington dealers who made the test—and were canvassed for opinions. All were overwhelmingly enthusiastic about the sales possibilities of the new package and cartridge. And a startling discovery was made by dealers in the sales test—

New Remington ROCKET cartridges stirred up so much interest in 22 shooting that sales of ALL THEIR OTHER REMINGTON 22's—short, long and long rifle—INCREASED, TOO. To a man, these dealers said they wanted more Remington ROCKET 22's.

With such sales evidence, don't wait—ROCKET your ammunition sales NOW. Get an order in to your wholesaler right away!

HARDWARE

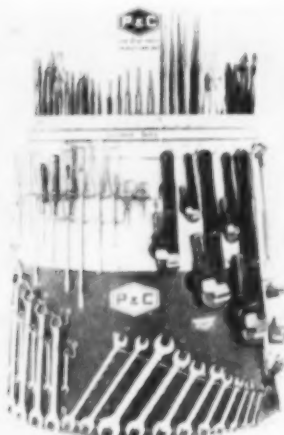
DEALER SALES AIDS

For more information on these sales aids
use the return post card at bottom of page

Revised Tool Display

P & C Hand Forged Tool Co., Portland 22, Ore., announces the Revised R-150 Self-Selling Tool Merchandiser which offers five new selling features as improvements over the original P & C R-150.

According to the manufacturer, the improvements are: The Revised R-150 takes much less space — only 28", yet it displays one or two each of 156 hand tools. A special ball bearing turning feature allows fingertip



customer shopping. Tools are arranged differently for greater appeal and so that they cannot fall off the racks. Pliers display space has been improved. The new unit is available three ways — for counters near high traffic locations such as cash registers, with floor stand, and for alcove installation. The unit is 38½ inches high.

Other features on the Revised R-150 include: every tool priced, numbered and shadow marked; P & C colors of blue, yellow and white; and flashing beacon to draw customers. For more information—

Circle No. 307 on coupon, pg. 58

Wheel Display

The complete assortment of Gleason Ball Bearing Wheels are mounted in a colorful all metal display stand supplied to dealers by the Gleason



Corp., Milwaukee, Wis. The wheels are mounted so that customers can spin them, state the manufacturers.

Occupying less than one square foot of counter space, the display stand is the center of a basic wheel merchandising assortment consisting of five wheel sizes and a total of eight wheels. Reducer bushings, which permit the wheels to fit three different axle sizes, are included.

This assortment, known as the Gleason No. 522 Wheel Deal, is said to enable the dealer to meet most replacement demands for wheels used on such portable equipment as rotary lawn mowers, garden and farm carts, lawn furniture and similar equipment used around the average farm, home,

service business, or light industry. Furthermore, the selection is wide enough to meet the needs of build-it-yourselfers, the manufacturers add.

The basic merchandising kit, including the display and promotional material, costs the dealer \$14.57 and has a list price of \$21.80. For more information—

Circle No. 308 on coupon, pg. 58

Kitchen Saw Display

Great Neck Saw Manufacturers, Inc., of Mineola, N. Y., is offering a 12" x 18" free-standing display which holds three Kitchen Aid saws and one-half dozen hand sharpened butcher steel replaceable blades for cutting frozen meats, vegetables and bone.



The display is designed for self-service selling and its small, compact size makes it suitable for placement

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 347, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.

in frozen food and meat departments. The three kitchen saws make a colorful appearance with their kitchen colors of red, yellow and blue protection-grip plastic handles and balanced washable chromed frames. Saws sell for \$1.98 each and replaceable blades are 65 cents each. For more information—

Circle No. 309 on coupon below

Grease Gun Display

The Aro Equipment Corp., Bryan, Ohio, offers a new, one-piece corrugated grease gun counter merchandiser which was designed by Hinde & Dauch, Sandusky, Ohio.

Red and black printing on brown linen identifies the products and asks "How Are You Fixed For Guns?". Die-cut corrugated flaps bend forward to hold three of the grease guns



in place on the stand. A bottom flap folds to the rear and locks against side flaps to tilt the unit slightly backward for greater display value.

Display and products are shipped together in a single shipper to Aro dealers. The corrugated merchandiser is produced at Hinde & Dauch's

Sandusky plant. For more information—

Circle No. 310 on coupon below

Housewares Merchandiser

A new housewares merchandising fixture, featuring three tiered shelves, is announced by The Wooster Rubber Co., Wooster, Ohio, manufacturer of the Rubbermaid housewares line. The new fixture, which sells for \$15 and ships at 62 lbs., is said to turn 2½' x 4' of counter or table space into 30 square feet of display space.



The fixture has an oatmeal finish and black iron legs. Descriptive material shows it may be used either flat or endwise against a wall, on a center island, in a window, and used end to end in larger displays of Rubbermaid merchandise. A free-swiveling headboard provides brand identification. For more information—

Circle No. 311 on coupon below

Mat Ad Brochure

A free mat service on baby carriages and strollers is offered by

the O. W. Siebert Co., Gardner, Mass. The 16-page manual contains sales and layout suggestions for the dealers.



The actual mats themselves, along with instructive and explanatory comments and suggestions, are reproduced on actual newspaper stock and in actual size. The four-page center spread of the newspaper mat service contains individual mats of the entire Siebert 1955 baby carriage and stroller lines for those dealers who wish to make up their own ads. For more information—

Circle No. 312 on coupon below

Vacuum Ware Rack

The American Thermos Bottle Co., Norwich, Conn., announces a new Vacuum Ware Department Wire Rack. The new display fixture is designed to provide a "family" association between Thermos and Icy-Hot brands of vacuum bottles in one compact unit.



The display rack is supplied free, to the dealer, with the purchase of a \$30 assortment of Thermos and Icy-Hot merchandise through his wholesaler. For more information—

Circle No. 313 on coupon below
(More Sales Aids, pg. 60)

7/55

Please send me more information on the sales aids circled below:

307 311 315 319 323 327 331 335 339 343 347
308 312 316 320 324 328 332 336 340 344 348
309 313 317 321 325 329 333 337 341 345 349
310 314 318 322 326 330 334 338 342 346 350

Please send me more information on the new products circled below:

45 47 49 51 53 55 57 59
46 48 50 52 54 56 58

My Name Position

Company Name

Street

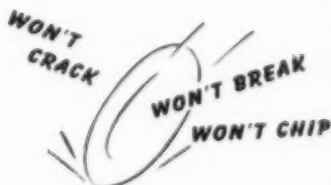
City Zone State

GREATEST PROFIT PAIR in Melmac



Check these "reasons why"

- ✓ GUARANTEED BREAK-PROOF
- ✓ SMART MODERN LINES
- ✓ SELECTION OF POPULAR COLORS
- ✓ FINEST QUALITY



OPEN STOCK ON ALL PIECES AND COLORS

Be sure to visit



National
HOUSEWARES MANUFACTURERS
Exhibit

**ATLANTIC CITY
JULY 11-15**

**Space 1702-03
Auditorium Balcony**

BREAK-PROOF
ROYALE
DINNERWARE
by BRANCHELL

Available in
charcoal grey,
gardenia white,
flame pink;
also mixed
two color sets

ACCIDENT-PROOF
Color-FLYTE
DINNERWARE
by BRANCHELL

Available in
mist grey,
glade green,
glow copper,
spray lime;
also mixed
rainbow sets.



Profit-wise dealers from coast to coast recognize Branchell as "The greatest name in Melmac" . . . greatest in consumer demand, greatest in volume sales, greatest in turnover, greatest in profits.

Branchell sales are booming as these colorful, modern dinnerwares become better known and more popular every day. The months ahead look bright indeed for Color-Flyte and Royale. Team up with the leaders . . . Stock and feature Color-Flyte or Royale.

Branchell Company, 6024 Lloyd Avenue, St. Louis, Missouri



GUARANTEED for one
full year against chip-
ping, cracking or breaking.

SH-7

Representatives

DeL. V. THOMAS, General Sales Manager, 6024 Lloyd Avenue, St. Louis 10, Mo. • **BEN HURWITZ**, Eastern Sales Manager, 102-17 64th Road, Forest Hills, L. I., N. Y. • **LOUIS SILBER**, Western Sales Manager, 1025 Golden Gate Ave., San Francisco, Calif. • **CLIFFORD LARSEN**, North Central Sales Manager, 613 S. Park Drive, Lombard, Illinois



FOLLOW the
COMPLETE
ROYAL

**Line
to Profits!**

Chattanooga Royal introduces the latest of the profitable new Royal Unvented Circulators, the Model 2419. Now a complete line of seven redesigned heaters is available! Models from 15,000 to 30,000 B.T.U. to satisfy all your customers. With and without radiants. These circulators offer smart, modern appearance and economical top performance at a price that means real stock movement. Order your supply from your Royal distributor now.

MODEL
2419



SEE THE FULL LINE of Chattanooga Royal products at Permanent Display Space 1119-A, Merchandise Mart, Chicago. Vented Circulators, Gas Logs, Built-In Wall Heaters, Wall Insert Heaters, Clay Backwall Heaters and Cool Cabinet Circulators.

Nationally Advertised in **LIVING**



Quality since 1891

**CHATTANOOGA ROYAL
COMPANY**

Chattanooga, Tennessee

Manufacturers of

Royal Heaters and Royal Chef Barbecue Grills



**A.G.A. APPROVED FOR NATURAL,
MANUFACTURED AND LP GAS**

PRINTED HELPS and other sales aids

Revere Copper and Brass, Inc., Box 111, Rome, N. Y., has available a wide assortment of dealer sales aids. These include a large plaque of the Revere trademark and envelope stuffers. An advertising mat service is available, plus a cooperative advertising program. For more information—

Circle No. 314 on coupon, pg. 58

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 315 on coupon, pg. 58

The Henry L. Hanson Co., Worcester, Mass., has introduced a new Self-Seller Drill Display. This display requires 14 inches of counter space. It has a clear cover that highlights the High Speed Steel Jobbers Length Drills which are held in supporting holes that serve as a drill gauge, with the size and price legibly marked for every size. The quantities are varied according to demand.

A unique feature of the cabinet, according to the company, is the storage rack for extra stocks which has 29 compartments to hold a standard package of each size drill displayed. The hinged cover on the display opens from the front, making the storage rack easily accessible and removable.

The company has compiled an information chart which is available. This complete information is included in one chart — drill size, decimal equivalent, tap drill for 75% thread, clearance drill for tap, wood screen pilot for both soft and hard wood, and wood screw body. For more information—

Circle No. 316 on coupon, pg. 58

Camillus Cutlery Co., Camillus, N. Y., is offering two new sales aids to dealers free of charge.

A die-cut pennant, 11" wide x 21" deep in red and black printed both sides, is now available for in-store display or use in windows. Pennant shows a cartoon illustration of the Camillus Indian holding up a giant number 21 pocket knife. Copy reads: "Camillus . . . him heap good knife."

Victor

THE COMPLETE LINE
ADDS THREE

New Decoys



NEW! VICTOR TRU-LIFE

Realistic, life-size decoy of light, tough molded fiber. Prebalanced and waterproof. Permanent head, Mallard and Black Duck.



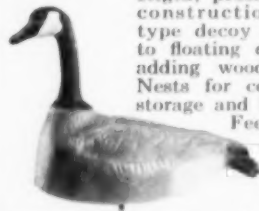
NEW!

VICTOR MAJESTIC CHAMPION

One-piece Tenite plastic decoy. Life-size, internally balanced and colorfully finished. Mallard, Pintail and Black Duck.

NEW! VICTOR DELUXE GOOSE

Rigid, pressed fiber construction. Field type decoy converts to floating decoy by adding wood board. Nests for convenient storage and handling. Feeding and upright heads supplied.



Other Victor Best-Sellers
You Should Stock



VICTOR MAJESTIC STANDARD

Life-size, internally weighted, Tenite plastic, adjustable head. 7 species. (Deluxe over-size model also available.)



VICTOR VERI-LITE Light, tough, waterproof and self-righting. Moveable head. True colors. 9 species.

VICTOR CRO-TONE CALL

Realistic Crow call equipped with lanyard.



Anchor • Balance Weights • Wood Decoys

Order from your wholesaler

ANIMAL TRAP COMPANY OF AMERICA

Lititz, Pa. • Pascagoula, Miss.

Niagara Falls, Canada

Yours for the asking...



8 sales aids

prepared by United States Steel
to help you sell
Pressure-Creosoted Wood

1. Newspaper mat on economical fencing using pressure-creosoted fence posts.
2. Newspaper mat on fence post replacements.
3. Newspaper mat on pole frame construction with pressure-creosoted poles.
4. Book on plans for farm and ranch structures.
5. The story of Terrence the Terrible Termites and unprotected wood.
6. Fences That Pay tells the farmer why he'll save money with pressure-creosoted fence posts.
7. Build and Save gives many important pointers on good pole frame construction.
8. Fence Planning Saves explains good fence layout.

Agricultural Extension Section
United States Steel Corporation
525 William Penn Place
Pittsburgh 30, Pa.

- ☐ Please send me complete details on the United States Steel free merchandising program.
- ☐ I am interested in pressure-creosoted post, pole and lumber dealership.

Name

Address

City State

UNITED STATES STEEL

RUGGED ROBERT BRAND

★★★★★
5 Star Quality

means more profit to you

- ★ Best looking broom rake in America—Sells on sight.
- ★ Made with quality materials throughout—tines finest carbon steel.



- ★ Special patented cover plates and sockets lock all parts for life—rake can't come apart or lose shape.
- ★ Unconditionally guaranteed for 2 years—date of manufacture on every rake.
- ★ Workmanship upholds high standard of Rugged Robert name—brings repeat orders everywhere.



Wire Products Company
2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

RUGGED- ROBERT BRAND

get your share
of this

PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself.* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix MANUFACTURING CO.
Joliet, Illinois



A 16-page informative folder entitled "Know the PRODUCT... better the PROFIT!" is now available giving a complete story on pocket knives in general and Camillus knives specifically. This folder contains details on the edge, the construction, the finish and the durability of Camillus knives. In addition to this specific information many suggestions for increasing cutlery sales are included. Folders and pennants may be obtained through Camillus distributors. For more information—

Circle No. 317 on coupon, pg. 58

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute twine, and Christmas twine. For more information—

Circle No. 318 on coupon, pg. 58

Crescent Tool Co., Jamestown, N. Y., has available for dealers floor and counter display stands to accommodate panels containing different assortments of tools. Two stands are built to accommodate six 12" x 24" panels of which the company has 11, each with a different arrangement of tools. One stand will accommodate any four of these same panels. A similar stand will accommodate six 24" x 24" panels. The company has nine of these and the dealer may select any six. In addition to the stands, the panel displays may be used individually, in pairs, on walls, or as a window display. For more information—

Circle No. 319 on coupon, pg. 58

The Dicks-Pontius Co., Dayton 2, Ohio, has simplified dealers' requests for illustrations to be used in ads by offering a mat proof sheet showing all the product illustrations available in mat form. Dealers may request the mats by the key number which appears below them on the proof sheet. Further sales aids include counter displays. The White Wonder Sealing Compound appears in a red and white carton with a die cut pop-up lid. The poster-like lid tells the use of the compound; complete package holds 12 tubes. A red and yellow counter display carton holds 10 of the do-it-yourself caulking compound

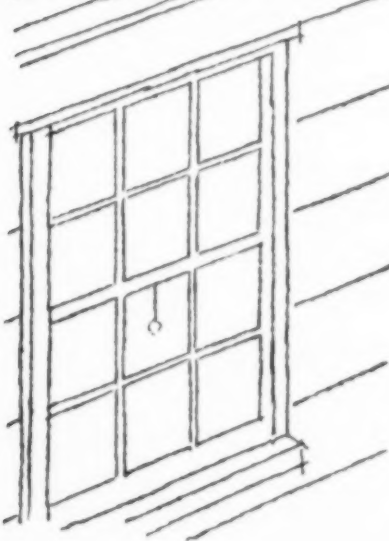


American

THATCH

**a new
dramatic
ASBESTOS
roof
shingle
by**

RUBEROID



Here's the asbestos roof shingle that architects, builders, and your better customers have been looking for. Attractive, traditional, thatch styling *plus* the proven sales appeal of Ruberoid's Color Grained texture.

American Thatch is the perfect style and sales complement to Ruberoid's Color Grained Asbestos Sidewalls. The new color blends—Black, Green, White, Brown and Red—will please the most color conscious homeowner.

With American Thatch builders and architects can add a new beauty dimension to their roof designs.

Even the most extreme weather won't affect the hard Duroc finish of American Thatch. They are secured with copper storm anchors. Laboratory and field tests have proven their economical, durable performance.

Ask your Ruberoid salesman for details on this newest profit-maker in the Ruberoid line.

The RUBEROID Co.

500 Fifth Avenue • New York 36, New York

Asphalt and Asbestos Building Materials



TAKES...only 2½ sq. ft. FEATURES...57 STANLEY household hardware items

All items presented on cards. And each card's a complete sales unit that stimulates impulse buying—promotes sales of related items. You'll have a complete self-service hardware department, chock-full of sales promotion, in less than 3 sq. ft. of space.

Here's how to get it! Order Stanley Package No. N-102—consists of ½ doz. each of 57 popular Stanley Household Hardware Items. You receive above display stand free with your order. The cost to dealer for entire package, only \$81.70—retail value, \$118.60.

Your wholesaler has it. Ask him for information and Easy-to-Order Forms

The Stanley Works, New Britain, Conn.

STANLEY Hardware

TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

tubes. The lid illustrates typical places which may be caulked with the compound. For more information—

Circle No. 320 on coupon, pg. 58

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. 321 on coupon, pg. 58

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 322 on coupon, pg. 58

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Handbook for 1955" covers all of the sales promotion material available to Scott-Atwater dealers in 1955. This material includes free mats and ad builders; a giant window streamer which features the line up of 1955 Bail-a-matic models; handout stuffers; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—

Circle No. 323 on coupon, pg. 58

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 324 on coupon, pg. 58

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire

Here are
4,583,000
good reasons why
Bassick
casters sell faster



That's how many families this Bassick Saturday Evening Post ad calls on.

With consistent campaigns in the Post — and over 50 other national publications — it's no wonder so many more of your customers are sold on Bassicks than on any other glide or caster.

Make sure you're well stocked to help them. And ask your distributor about free Bassick Caster and Glide displays. Call him today. THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ontario.



ADVERTISED IN
The Saturday Evening
POST

Bassick
A DIVISION OF **SW**
MAKING MORE WHEELS OF CASTERS. MAKING CASTERS DO MORE.

goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers four different envelope stuffers, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. 325 on coupon, pg. 58

National Lock Co., Rockford, Ill., will supply single and double column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan, introduced as a sales aid, features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. 326 on coupon, pg. 58

The Wood Shovel and Tool Co. of Piqua, Ohio, makers of shovels, spades, scoops, wheelbarrows, post hole diggers and augers, offers to dealers a complete Tru Blu ad mat service. No charge is made for the mats when inquiries are on the dealer's or wholesaler's letterhead. For more information—

Circle No. 327 on coupon, pg. 58

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. 328 on coupon, pg. 58

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows

use the

Gold Medal

SEINE TWINE

that best suits your needs



NYLON

Introduced just a short time ago, Gold Medal Nylon Seine Twine has been enthusiastically accepted by fishermen everywhere. Lasts longer . . . resists rotting.

COTTON

Reliable and economical . . . known and used for generations.

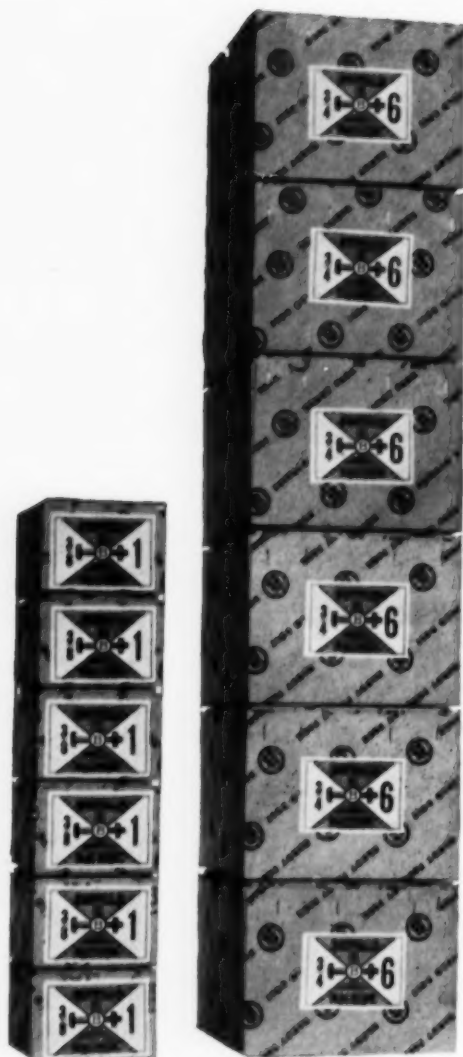
Gold Medal

**NYLON and COTTON
QUALITY SEINE TWINE**

THE LINEN THREAD CO., INC., 418 Grand Street, Paterson 1, N. J.

60 East 43rd St.
New York 17, N. Y.
140 Federal St.
Boston 10, Mass.
Lombard & Calvert Sts.
Baltimore 2, Md.

105 Maplewood Avenue
Gloucester, Mass.
118 W. Hubbard St.
Chicago 10, Ill.
116 New Montgomery St.
San Francisco 5, Cal.



WELL STACKED in **HANDY-PACK** cartons!

Circle ® bolts are a cinch to store and display. The sturdy corrugated board Handy-Pack cartons stack up in a minimum of space. The clear labels make for fast, accurate identification. The self-service, upside down, package design makes it an ideal shelf item. Add in the finest and fastest service set-up in the industry and it's easy to see why Buffalo Bolts in Handy-Pack cartons are your best buy.



BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

Central Sales Office and Plant N. TONAWANDA, N. Y.

Western Sales Office 1534 Monadnock Bldg., CHICAGO

Eastern Sales Office 50 Church St., NEW YORK CITY

Sales Representatives in Principal Cities

MAKING FASTENERS AND FRIENDS FOR 100 YEARS

stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—

Circle No. 329 on coupon, pg. 58

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. 330 on coupon, pg. 58

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 331 on coupon, pg. 58

The Patterson-Sargent Co., 1325 E. 38th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 332 on coupon, pg. 58

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 333 on coupon, pg. 58

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 334 on coupon, pg. 58

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide

range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is $\frac{3}{4}$ " plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. For more information—

Circle No. 335 on coupon, pg. 58

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising the Fittler line of rope. A cardboard counter display contains 100 ft. connected coils of manila or sisal rope in sizes $\frac{1}{4}$ ", $5/16$ ", $3/8$ " and $1/2$ ". A light-weight Octagonal Box rope rack requires only 20" by 30" of space to display and dispense four sizes of rope. The rack is designed to display Fittler Octagonal boxes. Also available is the company's rope merchandiser which displays, measures and cuts rope to desired length. This display holds seven sizes of rope. A small charge is made for the rope rack and the rope merchandiser. In addition the company furnishes dealers with a two-color sign for counter or wall use. For more information—

Circle No. 336 on coupon, pg. 58

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Posters for windows and window displays, and folders for counter giveaways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 337 on coupon, pg. 58

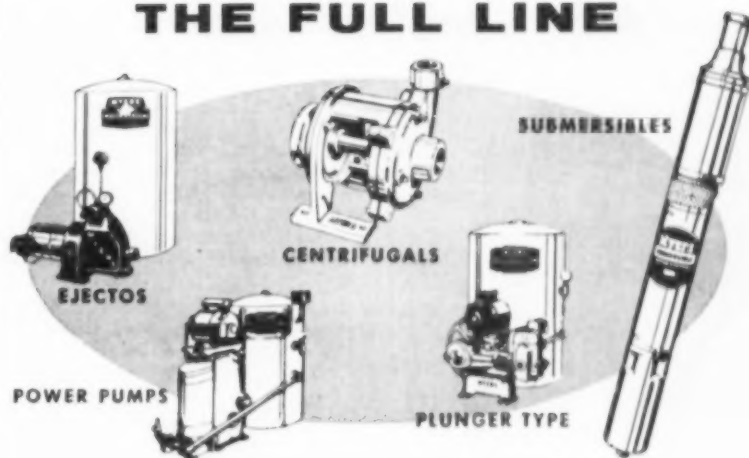
Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 338 on coupon, pg. 58

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dis-

Myers

THE FULL LINE



...plus

PROFIT-MAKING EXTRAS

TOP QUALITY—

The best materials, expertly worked by experienced men with precision machines, guaranteed by a warranty unsurpassed in the industry... This is the way Myers protects your profit and your reputation.



ADVERTISING—

Year-around, consistent advertising that moves consumers to buy. Every month your customers read Myers ads on the pages of America's leading home and farm magazines. Cash in now on the power of national advertising by Myers, a leading advertiser in the industry.



PROMOTION—

To make every advertising dollar pay off double for you, Myers makes available all the selling tools you can use for hard-hitting promotion in your own market. Hitch your sales wagon to a national advertising star by taking advantage of the displays, ad mats, radio commercials, and literature available to Myers dealers year round.



TRAINING—

Factory training for you and your men and all you pay is transportation! You learn how to sell more Myers products, and you'll find you sell more of the other items you handle, too. It's a deal you won't want to miss.



Myers

WATER SYSTEMS

POWER SPRAYERS AND WATER SOFTENERS

Find out today how you can make more money as a Myers dealer. Send for free literature and details of the Myers dealer plan to:
THE F. E. MYERS & BRO. CO.
 Dept. SH-7, Ashland, Ohio

Name _____
 Company _____
 Street _____
 City _____ State _____

Now Available in
both **ALUMINUM**
and **BRONZE . . .**



COLUMBIA

Packaged Spring Weatherstripping by NATIONAL

For years Columbia Spring Bronze has been a fast-moving item. Now — you can also offer your customers this high-quality, easy-to-install weatherstripping in special aluminum alloy.

Furnished prepunched and with an ample supply of nails, Columbia Spring Weatherstripping can be quickly installed by anyone with only a hammer and scissors. It's available in either 17' packages or 100' rolls, with installation instructions included. If your jobber can't supply you, write us.

*It's good business to sell
the complete National line:*

- ★ WEATHERSTRIPPING • Thresholds •
Spring Bronze • Metal and Felt Sweeps
• Door and Window Sets
- ★ SPECIAL ROLLED MOLDINGS
- ★ BINDING AND EDGING

TRIPL-TITE ALUMINUM SIDING

Write today for complete details



2 GATEWAY CENTER
PITTSBURGH, PA.

pensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 339 on coupon, pg. 58

Libbey - Owens - Ford Glass Co., Wayne Building, Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. A recent promotional aid is a dispenser rack for sales of short lengths of fiber glass insulation to "do-it-yourself" customers. The rack holds a 24-inch wide, 100-foot roll of one-inch superfine and occupies an area 27" square. Dispenser is 63" high. For more information—

Circle No. 340 on coupon, pg. 58

Aladdin Laboratories, Inc., 419 South 6th St., Minneapolis 15, Minn., encloses a dealer merchandising kit in each box of six JON-E' hand warmers. Included is a cardboard counter display, a special green and red sleeve to be used on individual cartons, an envelope stuffer, and three-color window streamers. Material is available without charge in any quantity. For more information—

Circle No. 341 on coupon, pg. 58

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 342 on coupon, pg. 58

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising



Hold the heads of axes
hammers, sledges
mallets, hatchets,
and other handle-
type tools.
Available in a
complete
range of
sizes.

Red Devil GRADY WEDGES



Red Devil GRADY WEDGES
"Barbed to stay wedged"



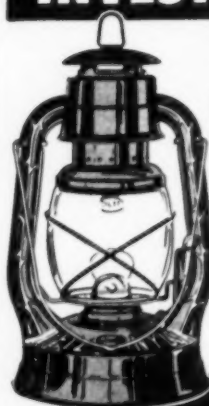
Counter-
salesman holds
36 No. 5 and 24 No. 10 Wedges for fast
service and impulse sales.
Rust-resistant, chip-proof — pound
these patented steel wedges into the
head of any handle-type tool — they'll
never come out.

8008

A PRODUCT OF
Red Devil Tools.
IRVINGTON 11, N. J., U.S.A.



A BRIGHT INVESTMENT



Dependable
**PORTABLE
LIGHTS**
for
Every Need
and
Emergency

**DIETZ
LANTERNS**

SINCE
1840

Full Line of Hot Blast
and Cold Blast
and Safety Lanterns

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840

Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 343 on coupon, pg. 58

The Irwin Auger Bit Co. of Wilmington, Ohio, offers to its dealers a free metal display with the Speedbor "88" Assortment No. 8830 which includes 30 wood bits. The display requires 5½" of space and holds the entire 30 bit assortment. Bit sizes and retail price are shown prominently. The Sell-O-Bit metal display is offered for a 13-bit assortment of wood-boring tools. This requires only a small amount of space, holds the bits in patented spring-type clips, and shows hole sizes for each bit. Other aids available include a booklet on the selection, use and care of bits and a number of envelope stuffers. For more information—

Circle No. 344 on coupon, pg. 58

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 345 on coupon, pg. 58

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1955 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder,

IT'S TERRIFIC!
NEW SELF-SERVICE CARTON
SELLS WEATHERSTRIPPING
LIKE HOTCAKES!

NATIONAL GUARD'S
NEW

"Do It Yourself" WEATHERSTRIPPING

Silent-salesman display carton holds twelve 17-foot coils (1½-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

**NATIONAL GUARD PRODUCTS, INC. —
HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING**

**JACK FROST WEATHER STRIP
FOR WINDOWS AND DOORS!**

**GUARDSMAN
PACKAGED UNITS**

Low-cost, efficient!
Rust-proof white
metal fastened to
moth-proof black
felt. Pre-punched
complete with nails.
18-ft. coils.



No. 336
Door Set.
(for 3'x7' door) Consists of all
necessary component parts in
one package, ready for easy
installation, with complete
instructions.

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking.
3½" wide x 9/16" high.
Concealed hook included.



No. 424, Saddle Type.
4" wide x ¼" high.

All National Guard thresholds are highly polished, drilled and countersunk.
Individually wrapped with necessary screws in neat package.

ORDER GUARDSMAN WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE
NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.



- IN THE KITCHEN
- ON YOUR SHELVES
- AS A PROFIT MAKER

The Peoria All Purpose Food Carrier is outstanding in any kitchen as an attractive, easy way of carrying or storing foods. On your shelves it catches the housewife's eye and sells itself. It's a volume item that looks good on the profit side of your ledger. Order a stock from your jobber or write direct.

Available in beautiful, durable baked-enamel finish for only \$2.95 retail.

Peoria
KITCHENWARE BY
Since 1921

2501 South Washington Street, Peoria 2, Illinois

MIXES IN COLD WATER!

CONSUMERS PATCHING PLASTER

••• for cracks, holes
and general repair



Famous for
QUICK SALES
because it...

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons;
2, 5, 10, 15 and 30 lb. paper bags; 100
and 300 lb. drums.

ORDER FROM YOUR WHOLESALE

OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

Circle No. 346 on coupon, pg. 58

John Sunshine Chemical Co., Inc., 600-602-604 W. Lake St., Chicago 6, Ill., includes a large, two-color window streamer in every carton of one dozen cans of Cannibal Drain Pipe Cleaner. Newspaper mats on all products are available. For more information—

Circle No. 347 on coupon, pg. 58

The Shakespeare Co., Kalamazoo, Mich., is now providing, upon request, a tie-in news mat service for tackle dealers. The product ads in the mat service are miniature versions of larger national ads on brand name tackle items currently being featured in 1955 Shakespeare national advertising. Copy ideas and advertising art used in the national program have been adapted to these 1-column, 3-to 4-inch ad miniatures which can be used alone (with dealer store identification) or grouped with other items featured in the regular block-type newspaper store advertisement. The 3-page set of tie-in news mats is being offered without charge. For more information—

Circle No. 348 on coupon, pg. 58

C. M. Whitney Co., West Springfield, Mass., announces a new free display of nameplates and desk signs for home or business use. This display features the most popular sizes in black and Walnut surface Bakelite with lifetime white core. Sizes range from ¾" x 2½" retailing for \$1.00 up to 4" x 16" at \$9.60. Special colors and sizes are available. Whitney desk signs are illustrated on the display. These are available in several sizes with transparent plexiglas bases. New glow-in-the-dark plexiglas nameplates also are introduced on this display. Letters are reverse engraved into back and filled with phosphorescent pigment. Face of nameplate remains smooth. For more information—

Circle No. 349 on coupon, pg. 58

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 350 on coupon, pg. 58

CLASSIFIED

SHOWCARD WRITING KITS—Patented stencils make perfectly lettered signs, showcards, banners. Look like studio work. No "ribs", no "bars". Easy, anyone can do it, economical. Information free. NASSCO, Box 5923, Industrial Station, St. Paul 4, Minn.

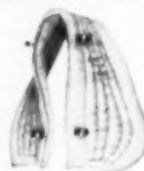
FOR SALE
Hardware, established 60 years, grossing \$75,000.00 annually, Colorado. Located in oil and uranium center, near third largest gas well in world. Ideal fishing and big game country. This modern, well equipped store will pay out in less than three years. Information, free pictures mailed, no obligation. C-5009 Continental, 804 Grand, Kansas City, Missouri.

REPRESENTATIVE
Desires Manufacturers' lines in Southeast covering Hardware, Mill Supplies, Sporting Goods, Electrical and Builder Supply. Wholesalers. Reply to Box 634, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta, Ga.

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

New Members for Toy Association

THE Toy Manufacturers of the U. S. A., Inc., have announced the election to membership in the association of 10 new members over the spring period from the closing of the Toy Fair in mid-March to date.

Among the toy makers admitted into the trade group, four are eastern firms. Three are located in the New York City area.

The metropolitan firms are Fanchon Plastics, Inc., Grebar Toys, Inc., and Pressman Toy Corp. The fourth eastern firm is Sportsmen Accessories, Inc., of Beacon, New York.

The two southern toy companies accepted are Rice Mills, Inc., of Belton, South Carolina, and Caribbean Manufacturing Co. of Sarasota, Florida.

Three western firms included Jack Built Toy Manufacturing Co. of Los Angeles, Texanties Unlimited of Houston, and North Pacific Products Co. of Bend, Oregon.

One midwestern toy company admitted was Ideal Models, Inc., of Detroit.

New Facilities for Atlantic Steel Co.

ATLANTIC STEEL Co. in May broke ground for a new \$8½ million merchant bar and rod mill.

According to R. S. Lynch, president of the Atlanta firm, this new mill is the first phase of a modernization and improvement program currently underway, and will substantially increase the company's productive capacity and product range.

General engineer for the construction of the buildings and installation of the new mill is Rust Engineering Co., Birmingham. The mill equipment will be housed in a building 740 feet long by 100 feet wide. Two warehouses attached to the main building will occupy an additional 52,000 square feet of space. The mill is expected to be completed and in operation by September, 1956.

Other features of the company's modernization program include a second electric furnace and a new administration building.

Mr. Lynch said this construction program "is designed to keep Atlantic Steel in step with the growing demand for steel products in the Southeast."

Nadco Sporting Goods Co. Established

FORMATION of Nadco Sporting Goods Co. to sell sports products made by the National Die Casting Co. was announced recently by Herbert Johnson, Jr., who is president of both Chicago firms.

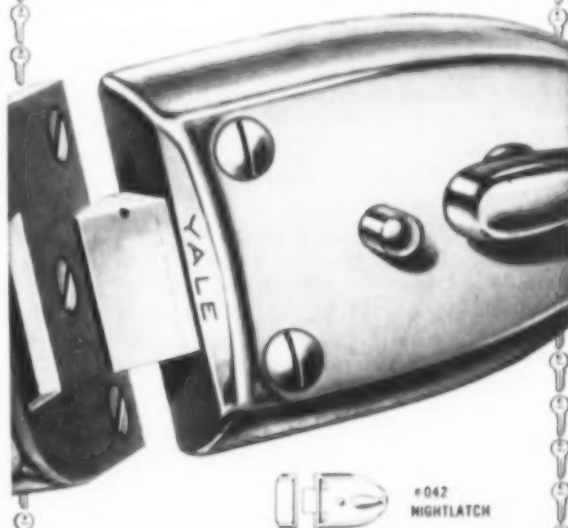
The companies are located at 3635 W. Touhy Ave.

William C. King was named sales manager for Nadco.

All sales and distribution of National Die Casting Co.'s line of golf carts, sports canes, football cleats, and any future sports items will be handled by Nadco, Johnson said.

Formation of the new company was necessitated by increased sales according to Johnson.

YALE NIGHTLATCHES



**YALE HAS THE PRODUCTS AND
THE POINT OF SALE DISPLAYS
THAT SELL THEM FAST**



GM-2 Merchandiser
with # 36, 80, 042
Nightlatches

**GC-1 Counter
Merchandiser**
features 3 # 042
Nightlatches

GM-3 Merchandiser
with # 2, 112, 197
deadlocks

FREE! SEND NOW!

Write for valuable booklet:

"The KEY To Selecting Auxiliary Locks"

THE YALE & TOWNE MFG. CO.

Lock & Hardware Div., White Plains, N. Y.



YALE REG. U. S. PAT. OFF.

YALE & TOWNE

HARDWARE

NEW PRODUCTS

For more information on these new products
use the return post card on page 58

Magnetic Can Openers

Rival Manufacturing Co., of Kansas City, Mo., offers retailers a colorful self-demonstrating display and two Can-O-Mats (one retailing for \$6.98 and the other \$5.98), plus other sales aids, for a \$6.00 deposit from the dealer.

After the retailer purchases 24 or more Can-O-Mats for his open stock, he notifies the manufacturer on a form included in the merchandise kit, and his six dollar deposit is refunded. The dealer keeps the display and merchandise retailing for \$12.96 as "rent for the counter space," according to the company.



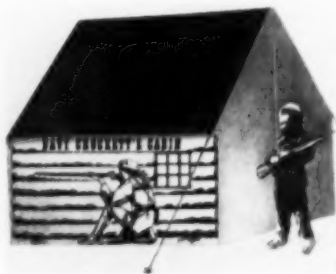
The featured can openers accompanying the display are the model DL245 new chrome deluxe and the model DL250 chrome-top Can-O-Mats. Both models feature a removable magnet and removable cutting wheel for easy rinsing.

The three-color wooden display stand is 11½ inches high on a base 7½ by 9 inches. Mounted on the back are three Can-O-Mat brackets — two for the merchandise accompanying the display, and the third for a Can-O-Mat from the dealer's own stock. For more information—

Circle No. 45 on coupon, pg. 58

Children's Play Tents

H. Wenzel Tent & Duck Co., 1035 Paul St., St. Louis, Mo., announces the addition of two Davy Crockett



tents to its line of children's play tents. Davy Crockett is illustrated in three colors on brightly colored canvas on both tents.

The Davy Crockett Cabin Tent is designed to look like the log cabin Davy Crockett lived in and is large enough to hold four or five youngsters. The tent has 16 square feet of floor space and is 57 inches high.

The second play tent, Davy Crockett Teepee Tent, is illustrated with Davy Crockett riding in a picturesque woodland scene. It is five sided, with a ground perimeter of 17 feet and stands 57 inches high. Both tents come complete, ready to set up. For more information—

Circle No. 46 on coupon, pg. 58

New "Rocket" Tools

"Rocket" Belt Axe and "Rocket" Hatchet, with indestructible tubular steel handle and shock-absorbing non-slip safety grip, are introduced by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Features pointed out by the manufacturers include the following:

Rubber-fibre grip is non-slip, even



when hands are wet or when gloves are used. Bonded to the shaft, it can't turn or loosen. Chrome-plated shaft is wedged into head and locked permanently with heavy steel pin. Head can't loosen or fly off.

No. AOH Half-Hatchet, light carpenter's pattern, is full polished with octagon bell and neck. It has a thin, keen blade with beveled nail slot. Head weight is 18½ oz. and is packed four per carton.

No. ABA Sportsman's pattern Belt Axe has full-polished head with beveled nail slot and beveled driving face. Head weight is 1¼ lb. It is packed four per carton and is also available individually gift-boxed with sheath, No. ABAX.

A colorful point-of-sale tag, with price spot, is attached to each tool at factory. For more information—

Circle No. 47 on coupon, pg. 58

Christmas Sports Folder

A Christmas folder which illustrates and gives list prices for hundreds of sports equipment items available for Christmas giving is announced by The Draper-Maynard Co., of Cincinnati, Ohio.



The cover includes Santa Claus outfitted with athletic equipment and wearing real ermine for his whiskers and jersey trim.

These folders are available from wholesalers who handle the Draper-Maynard line of sports equipment. If additional copies are required, they may be obtained from the company. For more information—

Circle No. 48 on coupon, pg. 58

Who buys fishing lines



in a hardware store?

- ✓ Bait Casters
- ✓ Fly Casters
- ✓ Trollers
- ✓ Surf Casters
- ✓ Spin Fishermen
- ... and many others!

You can sell every type of fisherman when you feature SUNSET fishing lines. SUNSET has a line for every fishing purpose. The SUNSET brand has been widely advertised for over 20 years and is well known and respected by fishermen. Sell SUNSET — it's easier!



FLEXON Softest, slickest, strongest monofilament, made by German process — holds knots, handles like magic.



CASTMASTER Finest siliconized nylon casting line; perfectly balanced to absorb shock, set hook, hang on.



FLOATER Non-sinkable fly line with unexcelled casting qualities for dry fly, bass bug and all top water fly fishing. Smooth, pliable plasti-seal finish never becomes tacky.



SURF KING Line of the champions for salt water squidding, fresh water trolling. New small diameter, siliconize finish.

Write for full color catalog of Sunset Lines and dealer selling aids, giving name of your jobber. Sunset Line & Twine Co., 1107 Jefferson St., Petaluma, California.

sunset fishing lines
PETALUMA, CALIFORNIA FLORENCE, ALABAMA

SOUTHERN HARDWARE for JULY, 1955

Water Boy!

(1955 MODEL)

arctic portable
water coolers by



De Luxe Arctic Portable Water Coolers are big, rugged... built to give your customers lasting satisfaction under the toughest conditions.

They're ideal for construction work, oil fields, service trucks, warehouses, logging camps, shops... everywhere there's a need for a portable water fountain. They're ideal for hunting and fishing, too. Best of all, they're designed to create sales for you with features your customers want: popular 2, 3, 5 and 10 gallon sizes, quality materials and the *De Luxe* name!

Order from your jobber today.

NOTE THESE IMPORTANT CONSTRUCTION FEATURES

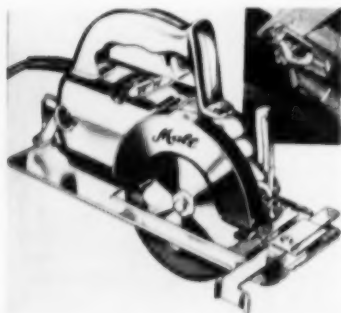


THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

Portable Hand Saw

The Mall Tool Co., 7725 South Chicago Ave., Chicago 19, Ill., has developed a new portable electric hand saw which sells for \$59.95.

Features pointed out for the Model 54 are: a narrow design that permits straight cutting in tight places; a handle that's centered directly over the motor to give better balance and easier handling in awkward spots; lightweight for overhead cutting; high speed (6800 rpm); a larger, over-size shoe that tightens in the front and back when bevel adjustments are being made; and ball and needle bearings to assure longer life for the saw.



Said to be capable of cutting off a 2 x 4 at 90 degrees, this saw's minimum depth of cut at that angle is 6, and its maximum is 1.875 inch. Its maximum depth of cut at 45 degrees is 1.75 inch. The saw's universal (AC or DC) motor turns at 18,000 rpm. Total weight of the saw is 8.75 pounds, minus cord. It comes furnished with a rip guide, 10' cord with plug and ground wire, 5 1/4" diameter blade and instructions. A blade-planer, metal cutting blade and friction cutting blade also will operate on this model, the manufacturers state. For more information—

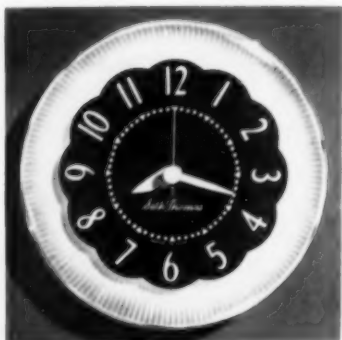
Circle No. 49 on coupon, pg. 58

Electric Wall Clock

Seth Thomas Clocks, Thomaston, Conn., introduces a white wall clock with a three dimension look under the name of "Pert."

Special features pointed out by the company include decorator dials in red, green, blue and yellow which seem to float in the fluted concave case; easy-to-read numerals; modern hands; mounts to conceal cord and outlet; diameter 6 1/2" and depth 1 3/8".

The clocks are packed six of a color to a case. Shipping weight each



two pounds; case of six clocks, nine pounds. Price is \$4.95 plus tax.

The company also announces "Sphere," a new decorative commercial wall clock priced at \$19.95. For more information—

Circle No. 50 on coupon, pg. 58

Police Cycle

For young law enforcers, Murray Ohio Manufacturing Co., Cleveland, Ohio, has introduced the Police Radar Patrol Cycle Model L-951 furnished with a realistic siren and radar antenna. A silver enameled snap-open door closes the rear compartment — the youngster's place for carrying handcuffs and other police necessities.



The Fathom blue body has a white tank with red trim and wheels. The cycle has chain drive and full ball bearing wheels. For more information—

Circle No. 51 on coupon, pg. 58

Portable Barbecue

An indoor-outdoor portable Brazil barbecue introduced by Robertson Manufacturing Co., 2717 North Ashland Ave., Chicago 14, Ill., is designed to serve as a barbecue unit and as an andiron set.

The Brazil folding andirons cast

in an "I" beam shape are finished in jet black and fold flat for storage within the charcoal pan. The Brazil also may be used for log ember or charcoal barbecuing in the fireplace.

For outdoor use, extension legs provide table height position. A red rustproof porcelain charcoal pan functions as a receptacle for charcoal or various briquets and covers the area beneath the grill to confine meat drippings. Heat can be controlled by use of the adjustable three position grill. Food may be prepared on the grill nearby prior to cooking, and after cooking, the black finished grill may act also as a food server, according to the manufacturers.



The Brazil Carry Carton is of corrugated board, is die cut and printed in two colors with designs, instructions, and illustrations.

Colorful displays are available including a Brazil Fireplace Display. For more information—

Circle No. 52 on coupon, pg. 58

New Scraper Blades

Red Devil Tools, Irvington, N. J., announces a new tuck of five quality steel razor blades. These single-edge blades are designed for the hobbyist, home craftsman, sign maker, pattern cutter and do-it-yourselfer and to fit all Red Devil razor scrapers.

Each blade is individually wrapped and shielded by a special cardboard guard. Red in color, the blades also provide their own danger signal when the razor blade scraper is open.

A colorful display card holds 10 packages of blades, five blades to a package. Two display cards are packed to the box. For the wholesaler, 10 of these boxes will comprise the standard shipping carton. Freight is allowed on eight cartons or more. List price per package of five blades is 15 cents. For more information—

Circle No. 53 on coupon, pg. 58

New Glass Screening

Lifetime Fiberglas Screening Co., Inc., Canton, Mass., in introducing a new screening, Fiberglas, states that it has a core of hundreds of glass filaments 15 times finer than a human hair and with tensile strength of over 250,000 pounds per square inch. Fused around these filaments is an inseparable coating of vinyl. This yarn is supplied to Lifetime Fiberglas by The Owens-Corning Fiberglas Corp.

The manufacturers point out special features of the new product:

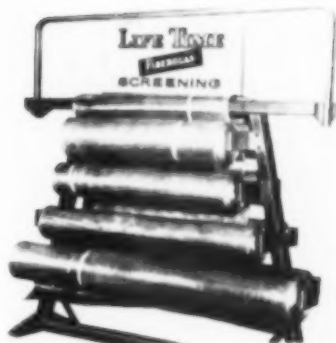
The screening will not soften nor break at high temperatures, and has a melting point beyond 375°F. It will not crack or flake when flexed even at temperatures as low as minus 50°F.

Coated Fiberglas is rustproof and cannot stain side walls or sills, will not mildew, resists most acids and oils, and is unaffected by salt air.

Fiberglas will not shrink; neither will it stretch, nor bag out.

Should unusually harsh treatment damage Fiberglas, repairs can be made by fusing a patch onto the screen with an ordinary electric iron.

The company is making display dispensers available to all dealers. Free 12-roll floor or counter dispensers enable customers to help themselves to pre-cut, pre-packaged



do-it-yourself kits of Fiberglas. A larger display rack has a capacity for holding eight rolls of different size screening, from 24" to 48"; a handy cutting table, and measuring tape inside of every roll. This rack is offered to retailers free with the purchase of eight 100' rolls of screening.

For more information—

Circle No. 54 on coupon, pg. 58

Heavy Duty Casters

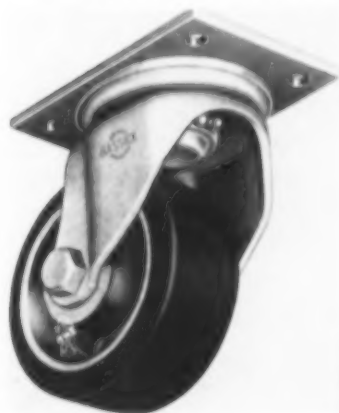
Bassick heavy-duty S99 series casters now offer the extra feature of complete sealing to prevent loss of lubricant and entry of foreign matter, according to The Bassick Co.,

Bridgeport 2, Conn.

Designed to take hard service on power-pulled assembly line applications, the S99 caster is said to give full protection where dirt, debris, water or other foreign matter pose maintenance problems for other casters. According to the manufacturers, three new design features provide this protection: baffle ring protects swivel bearings from dirt and water; grease retainer prevents swivel lubricant loss through vertical leakage; and wheel bearing seal keeps foreign matter outside, grease inside.

For more information—

Circle No. 55 on coupon, pg. 58



UNIVERSAL KNOCK-DOWN LOUVERS

- PACKED IN CASE AGAINST DAMAGE
- EASY TO ASSEMBLE
- EASY TO INSTALL
- NO RIVETS OR SOLDER

SMALL STORAGE SPACE

NEW!

Pat. Applied For

The UNIVERSAL knock down louver is designed to give the lumberman and supplyman an opportunity to stock louvers for the building trade. This does not require the warehouse space usually needed for the average louver. This is due to the compact construction of the case in which it is packed.

COMES IN GABLE AND REGULAR LOUVERS IN ALL SIZES

MANUFACTURED BY
J. H. SONNTAG & CO.
3615 Maple Avenue Dallas, Texas

more
ACCO
products

AMERICAN CHAINS

for Farms, Homes, Industry and Transportation

for Steady Profits all year 'round—

Buy AMERICAN

Display AMERICAN

in this sales-making Stand →

Sell AMERICAN

order from your AMERICAN CHAIN wholesaler

American Chain Division
AMERICAN CHAIN & CABLE

York, Pennsylvania • Bridgeport 2, Connecticut

SELL . . .

SWAN GARDEN HOSE!

- FIRST IN VALUE...
- FIRST IN SALES VOLUME...
- FIRST IN RETAIL PROFITS...

SWAN RUBBER CO.

Bucyrus, Ohio

WORLD'S LARGEST MANUFACTURER OF GARDEN HOSE

Jeffy PICTURE HANGERS and Eyelets

150 MILLION SOLD

IT'S PATENTED!

Jobbers, Retailers—Sell only the genuine Jeffy NO HAMMER, NO NAILS NEEDED—HOLDS TO 15 LBS.

No Bruised Fingers No Cracked Walls Simply Moistan and Apply Other U. S. and Foreign Patents Pending

Pkg. 6 for 19c

Electros. Mats. Samples, Cat. Sheets—Free

JEFFY ENTERPRISES, INC.

Victory Bldg., 1011 Chestnut St., Phila. 7, Pa.
Canadian Dist: Fireco Sales Ltd., Toronto 9, Ont.

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#2 647 711

Roller Skates Catalog

A comprehensive catalog for the roller skate industry is made available by Johnny Jones, Jr., 73 Chatham St., Pittsburgh, Pa., specialists in skates and rink equipment.

Listed in the catalog's 20 pages are the complete line of skates, parts, equipment, and accessories made by over three dozen manufacturers. Six pages are devoted almost entirely to products of the Chicago Roller Skate Co., for whom Johnny Jones, Jr., is the eastern representative.

The catalog is said to be a helpful ordering guide, especially on parts and fill-in orders. For more information—

Circle No. 56 on coupon, pg. 58

"Gyro-Core" Level

A new "Gyro-Core" level, manufactured by Goldblatt Tool Co., 1960 Walnut St., Kansas City 8, Mo., is designed to plumb or level in any plane.

As described by the manufacturers, the fluid cavity, rather than being the conventional banana-shape, is a barrel. Fine wire bubble markers are embedded inside the plastic core and extend around the barrel. This is to assure permanent accurate reading.



In making the "Gyro-Core," imported from Switzerland, a plastic disc is bored out to form the fluid cavity. According to the manufacturers, there are actually no vials in the level — just three internally bored plastic discs. They state that there is no problem of vial leakage or

breakage and the level is guaranteed for five years against leakage. And, since the discs are solid plastic, there are no air spaces where fogging can occur. The three "Gyro-Core" level discs are mounted in a 48" x 2½" x 1 3/32" straight-grained mahogany stick with full angle-corner brass binding.

Retailing at \$24.75, the level is fully described in the manufacturers' new catalog, "1,056 Tools for the Trowel Trades," which may be obtained free by writing the company. For more information—

Circle No. 57 on coupon, pg. 58

New Glazing Compound

The Dicks-Pontius Co., of Dayton, Ohio, announces the addition of Clipper Glaze (elastic) Glazing Compound to its line. This becomes a companion



product to Clipper Caulk Caulking Compound which the company placed on the market recently. The new product is made in both knife and gun grade.

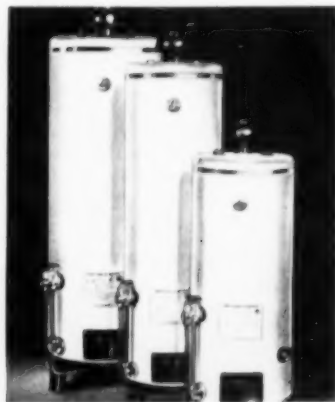
The label design of both products is in blue and gray and both products are packaged in the regular sizes in which caulking and glazing compounds are normally packed for market, according to the manufacturer. For more information—

Circle No. 58 on coupon, pg. 58

Gas Water Heaters

A new line of Automatic Gas Water Heaters produced by the W. L. Jackson Manufacturing Co., of Chattanooga, Tenn., and approved by the American Gas Association, are made

in Standard Models, Series R300 and Master Models, Series R500. Capacities of 20, 30 and 40 gallons are available in both series in combinations of equipment and for use with natural, manufactured, liquefied petroleum and mixed gases. The Master Models are similar to Standard Series except that they are of heavier construction, have longer warranty and are trimmed in chrome, the manufacturers state. Both are finished in white baked-on enamel.



Tank is internal and offset flue type with heavy gauge duo-welded steel construction, double tested 300 lb. test design, 127½ lb. working pressure. It is hot dip galvanized inside and out after fabrication, state the manufacturers, and is insulated with 2" blanket-type Fiberglas.

Controls consist of gas line "A" valve which interlocks gas line with other controls; automatic thermostat; pilot light filter; pilot light valve and automatic thermo-magnetic type safety shut off.

The heavy bronze burner fitting incorporates sediment trap; threaded shank, mates to burner for true alignment. The burner is exclusive Mini-Angle, fully aerated, integral design, according to the manufacturers, and the cast iron, raised and drilled port design has been combined in one unit with the mixer, scientifically proportioned and positioned to render efficient use of air and gas. Operation is said to be quiet with positive ignition.

For more information—

Circle No. 59 on coupon, pg. 58



MARSHALLTOWN
TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



National Hardware Show Schedules New Merchandising, Service Divisions

BUYERS ATTENDING the 10th annual National Hardware Show, October 17-21 at Navy Pier in Chicago will see a good cross section of the entire hardware industry, according to the management of the show, who emphasizes that new policies may be announced by some major manufacturers, new dealer aids and promotion kits will be featured, and many new products will be introduced.

Every effort will be made by large and small producers to gain dealer preference for their various lines, according to Show Director Frank Yeager who says that never before have exhibitors presented such an impressive "5-Day Plan" for stimulating unusual interest in their products among buyers for hardware, lawn and garden, chain, department and farm equipment stores. The result is that buyers are promised the most informative, productive and rewarding sessions the National Hardware Show has ever been able to offer.

General hardware, lawn and garden, light farm equipment and related items will be shown in greater quantity and wider variety than ever before.

The Lawn, Garden and Light Farm Equipment Division will occupy more than 100,000 square feet of exhibit floor space in the south hall of the Pier. More than 350 leading producers of this specialized equipment are increasing their showings in the exhibit area devoted exclusively to them.

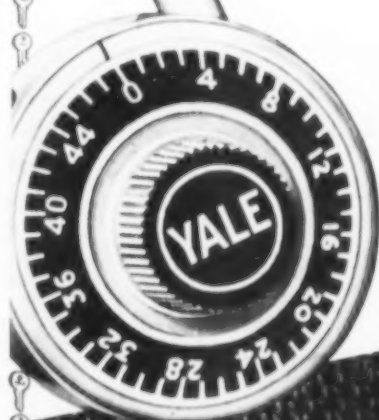
New Attraction

This year the National Hardware Show will provide another new attraction — a new "Power Equipment Service and Repair Demonstration" section of 3600 square feet. Manufacturers conducting the clinic include Briggs & Stratton Corp., Clinton Machine Co., Continental Motors Corp., Fate-Root-Heath Co., Lauson Co., Kohler Co., Power Products Corp. and Wisconsin Motor Corp. Expert factory personnel will illustrate correct assembly, adjustment, maintenance, repair and protection procedures, afford personal instruction, distribute handbooks and literature, provide information on parts, costs and service charges, suggest merchandising plans and impart other specialized knowledge dealers need to guide their customers in the proper choice of equipment.

Believing that competition requires today's successful merchant to be a qualified repair man for the power equipment he sells, as well as counselor and consultant to his purchasers of power equipment, the National Hardware Show has established the "Power Equipment Service and Repair Demonstration" area as a logical answer to increasing dealer awareness of the need for expanded consumer services. It will become an integral part of the National Hardware Show's Lawn, Garden and Light Farm Equipment Division.

Yeager pointed out that buyers may write now for advance registration blanks. Requests should be addressed to National Hardware Show Headquarters, Suite 1103, 331 Madison Ave., New York 17, New York. Tickets of invitation and admission will be mailed to the buyers requesting them and no further registration will be required.

YALE PADLOCKS



#515
COMBINATION
PADLOCK



YALE HAS THE PRODUCTS AND THE DISPLAYS THAT SELL THEM FAST



HC-20 Carded
Merchandiser
features #249
and #602
padlocks



HM-4 Merchandiser
features Silver Six Padlocks
249, 254, 602, 605,
794, 798



HC-1 Carded
Merchandiser
features #515
Combination
Padlocks

FREE! SEND NOW!

Write for valuable booklet,
"The Key To Selecting Padlocks"

THE YALE & TOWNE MFG. CO.,

Lock & Hardware Div., White Plains, N. Y.



YALE REG. U.S. PAT. OFF.

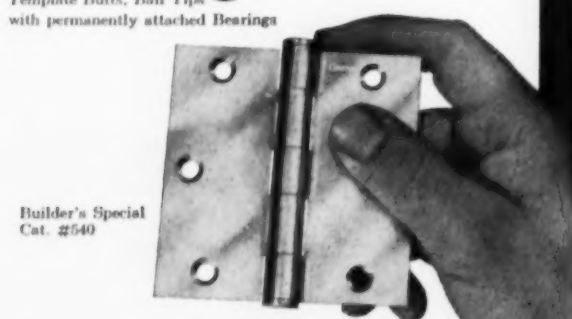
YALE & TOWNE

"A Good Line to Handle"

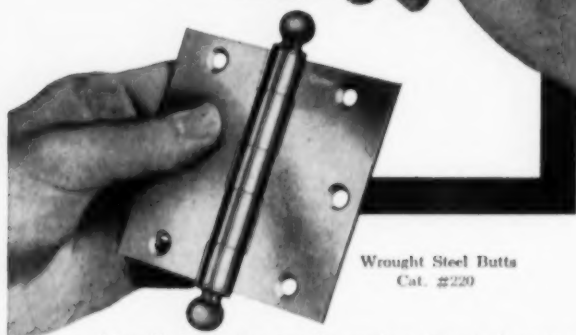
GRIFFIN **HINGES**



Cat. #BB177
Template Butts, Ball Tips
with permanently attached Bearings



Builder's Special
Cat. #540



Wrought Steel Butts
Cat. #220

You'll find the trade saying "Let's handle Griffin Hardware because Griffin gives good service, they back up their products, they never cut their quality . . . and most important the customers like the products."

Display them and you'll sell them—Griffin Hinges . . . order by the carton . . . in any selections your customers want.

NEW VISIPAKS—Order by the carton of individual carded items.



GRIFFIN *"since 1899"*

MANUFACTURING CO. ERIE, PA.



leak proof!.. stick proof!

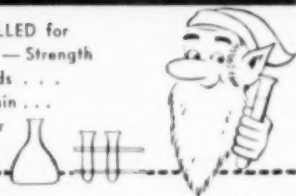
Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pump, save their cost in service calls. Ideal for jet-type pumps. Write for Bulletin 203.

Order from
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STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

always sell
ROGERS for { **PERFORMANCE**
POPULARITY
PROFIT
the best liquid fish glue

SCIENTIFICALLY CONTROLLED for
Perfect Uniformity—Clarity—Strength
... will not discolor woods ...
Easier to paint, varnish or stain ...
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fish glue on the market.



NATIONALLY ADVERTISED for Universal
Popularity . . . Once Used—Never
Substituted . . . Preferred by Home
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HARDWARE



PROFIT PROTECTED for You . . .
Rogers Glue is sold exclusively
through Hardware Dealers.
You have no price competition with
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houses . . . Profits are assured.
Stock up. Protect your customers—
Protect yourself. See your jobber,
today, or if he is unable to supply
you with Rogers Glue, write us
immediately.



ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.

3,885 lbs. and over Shearing
Strength per Square Inch

SOUTHERN HARDWARE for JULY, 1955

Southern **Farm Equipment**

JULY
1955

Half-Million a Year
... despite the drought
Pg. 81

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.





CASE
"400"

A Diesel That Starts Right on the Button



Just push a dust-sealed button and the 12-volt starter brings the Case "400" Diesel to life, directly on diesel fuel. No extra engine, no extra fuel, no preliminaries. The same Powrcel Controlled Combustion system that makes operation smokeless and smooth at all speeds and loads also makes direct starting swift and sure. For really cold weather the ether-aid speeds starting, right down to zero and below.

Farmers like the way the Case "400" Diesel is ready to work, instantly, at the touch of a finger-tip. They like its easy riding, easy steering, easy shifting, easy hook-up to Eagle Hitch mounted implements. It goes easy on fuel . . . even for a diesel . . . and they like that, too. Demonstrating the "400" brings a revelation to farmers, rewards to Case dealers. Diesel or gas, it's today's finest tractor in the 50 horsepower class. J. I. Case Co., Racine, Wis.

Half-Million a Year --

despite the drought!

All-out promotion of parts and service work has helped this firm maintain volume during a time when sales of new equipment declined

By Ross L. Holman



Unique inventory control system helps company to have parts on hand when needed by customer. Here Pitner checks a parts card with company bookkeeper

AT A TIME when drought conditions have cut sales of new equipment, the Buckner & Pitner Co., farm machinery dealer in Lawrenceburg, Tennessee, has maintained its half-million-dollar yearly volume through all-out promotion of parts and service.

The aim of this organization has been to keep old machinery running until farmers are in a position to trade it in. And the job of building sales of parts and service has been made easier because of the firm's spacious, convenient, and well-equipped shop which automatically attracts a good volume of repair business.

The company store is a rectangular building measuring 130 feet by 60 feet. It has wide, 14-foot-high doors on each side of the shop. This means that a fully loaded truck, a combine or other large machine can be moved into the shop for repair work with complete clearance overhead and at the sides. After completion of repair work, it can be moved out of the shop through these wide doors with a minimum of maneuvering.

This easy entrance to and exit

from the shop brings the firm a lot of truck and heavy machinery repair work that many other shops are not so conveniently situated to handle. This facility means the sale of more truck and machinery parts. Since many of the company's customers have trucks as well as

implements the company gets lots of repair work on both lines. It also gets much through traffic. Numerous heavy-laden trucks going through the town have learned of this convenient shop and find it advantageous to stop for any needed adjustments.



To build service business, the company, once a year, invites its customers to bring in their equipment for a free check-up. The shop foreman, center, explains to a farmer some needed repairs that have been uncovered during the inspection of his tractor. This annual promotion brings in enough repair business to keep five mechanics busy



Systematic operation of parts department permits quick service to customers. Parts card, below, helps company to keep adequate supply of all parts. When a part is sold the card on which part is listed is turned bottom side up in card file so that word "Order" is visible. These cards are checked at end of each day and if balance on hand of each part is running low a new order is placed immediately.

The Buckner & Pitner store not only has 130 by 60 feet of enclosed floor space, but a wide shed on both the front and rear side of the building. The front shed facing the highway is used for an attractive display of tractors and other implements. This equipment forms an imposing display when lined up the entire length of the 130-foot shed. The rear shed is used to store customers' machines and trade-ins awaiting repair. The machines can be moved into the shop as needed and moved back out as soon as repaired without cluttering up much needed working space. Available to farmers bringing in tractors for service is a truck-high platform against which a vehicle can back and quickly unload.

To handle its volume of repair work the firm is well supplied with an adequate line of service equipment. It has both electric and acetylene welding machines, plus a special room in which to do the welding work. It has a 40-ton press, steam cleaner, paint equipment, two twin post lifts, one heavy duty lift, valve-grinding machine, honing machine, motor testing outfit, diesel test bench, tire changer, bench drill, and other tools.

However, no shop facilities regardless of their efficiency, can pay off unless a shop receives an adequate volume of repair business. Every December and January, the partners mail out 1,000 postcards to tractor owners. They are invited to bring their machines in for a free checkup. In order to avoid a rush on some days and too little business on others a specific day is suggested on the card for each customer. If the customer

finds that the day set for him is inconvenient, he is requested to specify a date that suits him better.

This direct mail brings in enough business to keep five mechanics and a porter busy. The free inspection covers checking of front wheels, checking and adjusting brakes, checking clutch, points, plugs, and battery, adjusting carburetor and other work.

"While we average around an hour and a half of free time per customer on this work," Bill Pitner explained, "this free service is fully justified, for there's not one tractor in a hundred that doesn't require additional work for which we do charge—and make a profit. For example, the checking of the wheel bearings discloses need of a grease job on nearly every machine. Many of them need new points and plugs. A large number buy new batteries and other parts. And you'd be surprised at how many reconditioning and paint jobs we get that run \$100 or more. Many of the owners give us a sort of blank check to go ahead and replace any part or make any adjustment needed. Others stand by and give permission for us to make any important repair that is pointed out. This once-a-year service alone accounts for the sale of a large number of parts.

When post cards are mailed out the promotion is supplemented by the commercials on a three-times-a-week radio program that runs the year 'round, and by the quarter-page newspaper space that is run one or more times a month. Throughout the entire year direct mail, radio and newspaper promotion is used for whatever seasonal offerings the firm has at the time.

The sale of service and parts also is one of the responsibilities of two full-time field salesmen, plus another outside salesman soon to be employed. Buckner and Pitner themselves frequently take turns doing field work and making good will visits.

During the late fall, early winter or other seasons when business is slow the field force concentrates on selling service and parts. Salesmen stop at farms and offer to inspect machinery for needed service. They check equipment and make minor adjustments without cost, pointing out any worn or defective parts that need replacement. Frequently, salesmen point out the need for a complete reconditioning job and if he can't get the farmer to agree, the customer is listed as a good future prospect for such work.

(Continued on page 101)



**How IH engineers coordinated
Power and weight for pull and performance in the**

NEW INTERNATIONAL® 300 UTILITY TRACTOR

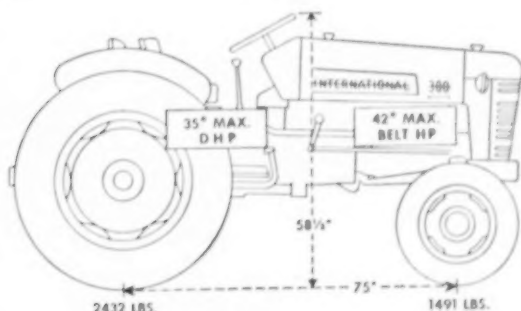
IH engineers designed the new International 300 Utility tractor around a heavy-duty tractor engine delivering 42 hp* on the belt and 35* at the drawbar. Then, to provide the *correct power-weight ratio* for full 3-plow capacity, they strategically built in up to 1,000 pounds more weight than is common to tractors of this type. The result is *strength and stamina for the long-pull* . . . a cardinal principle of IH design.

Further, IH engineers made it possible for each user to obtain the degree of power flexibility he needs to match particular requirements. In addition to Fast-Hitch and adapter for 3-point equipment, the new International 300 may be obtained with:

- *Torque Amplifier drive*, providing two speeds in each of the five regular gears, enabling the operator to change speed and boost pull-power on the go.
- *Power take-off*, either *completely independent* or *transmission-driven*.
- *Hydra-Touch equipment control*—live hydraulic power with one, two, or three-valve control of single or double-acting cylinders. Front and rear mounted equipment may be controlled individually or simultaneously.

The result of International 300 Utility tractor design is exceptional tractive efficiency, combined with operator comfort and convenience that raises utility tractor performance to new high levels!

*Estimated, not officially tested



The correct power-weight ratio for heavy-duty service

This drawing tells why the International 300 Utility tops the all-duty tractor field for strength and traction: *up to 1,000 pounds more built-in weight!* Weights shown include Fast-Hitch, Torque Amplifier, and 3-valve Hydra-Touch; without operator, fuel, or coolant. Weight is correctly distributed for maximum strength and stability and efficient traction.

IH engineering teamwork produced the versatile new International 300 Utility—a tractor truly designed and built for the long pull. IH research, engineering, and manufacturing men are constantly pooling time and talent to provide equipment of improved performance to make the user's work easier while boosting production.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois



1. Making a customer feel welcome is considered the surest sales approach by the operators of Oil City Tractor Co., Beaumont, Texas. Charlie Schmucker, right, head salesman for the company, shakes hands with a customer and engages him in general conversation before beginning the more serious business of talking about equipment needs. When the customer is taken into the store he is introduced to all employees—in the office as well as on the sales floor

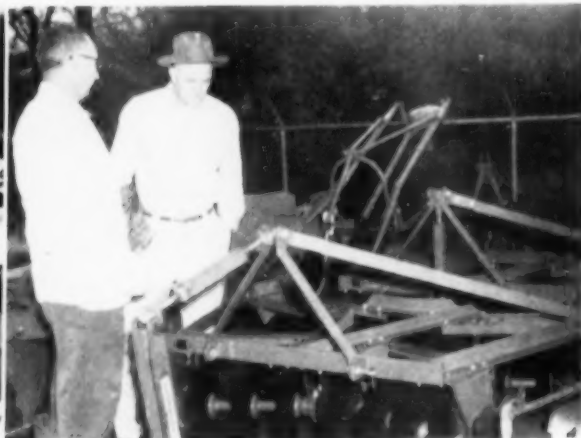
Steps They Use to



2. After the customer is made to feel at home, he is taken to the large tractor display area at the rear of the building where he can observe 10 or 12 new tractors in different sizes and models. The salesman carefully explains the difference in the various models and tries to help the farmer decide on the tractor best for him



3. When customer has expressed interest in one of the models, salesman gives detailed explanation of its operation. Company salesmen find that getting farmer into the driver's seat helps him to make up his mind. He is encouraged to drive model around the lot to get the feel of the equipment



4. After the customer has decided on the model tractor which best suits his needs he is taken to an implement display area to look over the various tools available with the tractor of his choice. Salesman gives data on each implement and tells customer of several other customers who own similar equipment

Close More Sales



6. During a complete tour of the parts department the customer is introduced to the parts manager. He is shown the index file used by the company in locating needed parts. Once again prompt, efficient service is stressed. It is explained to the customer that in the event of a breakdown only a call to the store is needed to speed a part to him



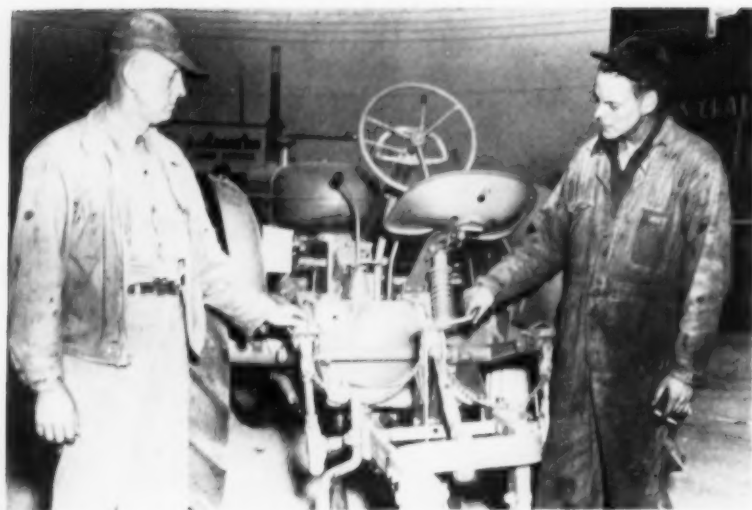
7. Having completed tour of company facilities customer is then invited back to the main office to talk terms. High-pressure selling is out and if there are doubts in the customer's mind he is urged to take plenty of time to think over proposed purchase



5. Prospect is taken next to the service shop where he is welcomed by each of the mechanics on duty, all of whom are trained in salesmanship. To impress upon the prospect the value of dependable service, he is shown the well-equipped shop and the many tools used in giving first-class service work. Company feels it highly important to have customer convinced that he can depend upon it for fast, efficient parts and repair service



8. After the customer has been sold he is shown the large tri-county map and how the company uses it to keep track of its customers. Johnny Walker, center, owner of the company, points to a yellow tack on the map which represents the new customer



Pilchard, left, supervises trainee making adjustments on equipment

Sales Are Made in the Shop!

AN EFFICIENT service department, staffed by experienced mechanics, builds customer confidence which, in turn, leads to increased sales of new equipment.

That is the well-founded opinion of Clayton H. Pilchard, president

of Pilchard Bros. Inc., farm equipment dealers in Salisbury, Maryland. Accordingly, he emphasizes the value of the training program used by his company which produces the skilled servicemen needed.

"Skilled mechanics are the backbone of your service department," Pilchard says, "but only those who stay with the same farm machinery in the same shop know their equipment well enough to be classified as skilled mechanics. To stabilize the shop, to keep mechanics on the job long enough to really learn equipment you must have working conditions that guarantee them steady work at a full week's pay throughout the year."

Pilchard prefers employing the farm boy who either has worked on a farm or has operated farm machinery in the field. If he can hire a farm boy who is mechanically inclined, a faster job of training can be accomplished. The first job he teaches the new employee is to adjust in the field such equipment as a plow, cultivator, combine and corn picker.

An adjoining demonstration field is used by the trainee for setting up new machinery and trying it out. Here he adjusts and learns to operate various pieces of equipment.

"We teach him first, for example, how to adjust a combine for threshing wheat in accordance with the manufacturer's specifications. We show him air adjustment, cylinder clearance and speed, and other necessary adjustments. The trainee then makes such adjustments himself under careful supervision on our demonstration lot before we let him go out into the field," said Pilchard in outlining some of the training given new mechanics.

Some of the simple jobs assigned
(Continued on page 97)



Grinding valves is among first jobs trainee learns



Trainee learns welding in evening training classes



LEON SWIRBUL

Portrait by Fabian Backus

“...over 10,000 employees joined the Payroll Savings Plan...”

“At Grumman, we are proud that in our person-to-person campaign over 10,000 employees joined the Payroll Savings Plan and grasped the opportunity to buy U. S. Savings Bonds regularly every payday. These results were achieved through enthusiastic, patriotic teamwork. I urge every American company to reactivate their Bond Program now in a nationwide effort to maintain sound money and a stable economy.”

LEON SWIRBUL, *President, Grumman
Aircraft Engineering Company*

If you have a hundred or more men and women, you can make a substantial contribution to sound money and a stable economy, and also help your employees to build personal security, by installing the Payroll Savings Plan, or reactivating an existing one.

A phone call, wire or letter to Savings Bonds Division, U. S. Treasury Department, Washington, D. C., will bring prompt response from your State Director, who will help you to organize a person-to-person canvass that will put a Payroll Savings Application in the hands of every employee. That's all you have to do. Your employees will grasp the opportunity to buy U. S. Savings Bonds regularly every payday.”

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE





Oliver Introduces All-Season Forage Harvester

THE OLIVER Corp., 400 W. Madison St., Chicago 6, Ill., announces a completely new all-season forage harvester, the No. 200.

To make machine conversions easy as succeeding crops must be harvested, the manufacturers state that three quick-change fronts are available — a five-foot cutter bar unit for standing hay crops, a pickup unit for chopping cured hay in the windrow, and a row crop attachment for harvesting corn and similar row crops. As a true all-season machine, it can be used for chopping fodder for bedding, or straw for mulching, they add.

All three units are mounted on dolly wheels to enable the farmer to detach the front that's on the machine, roll it out, and roll in the unit needed next. The changeover is said to take only a few minutes.

This new No. 200 harvester is the cylinder type. That is, the chopping and elevating units are separate, operate at different speeds. Not only does this make each unit more efficient, but the machine requires less power to operate, according to the manufacturers.

Feed rolls are reversible from the tractor seat. By flipping a lever the farmer can "back out" extra-heavy slugs of materials. Another control permits him to adjust the discharge pipe to compensate for side winds and to direct the deflector so that the wagon is loaded evenly from front to back.

The manufacturers point out that an unusual feature is the square shear bar that can be rotated to a new cutting edge when one be-

comes dull. Likewise, an attachment for sharpening the knives without removing them from the machine is available.

Wetmore Adds Portable Grain Auger to Line

THE WETMORE Pulverizer and Machinery Co., of Tonkawa, Okla., has added to its line a new portable grain auger for loading and moving small grains. Designed to work efficiently from crowded quarters, this auger can move and load small grains where standard augers can't go, the manufacturers state.

The portable Wetmore auger is of 4" heavy gauge galvanized tubing in 12- and 16-foot lengths with 4-foot extensions available. Performance and construction wise, it is a heavy duty auger, yet it weighs only 46 pounds and can be carried by one man, according to the manufacturers.

Included as standard equipment are: A heavy-duty swivel mount for use on side of truck or grain

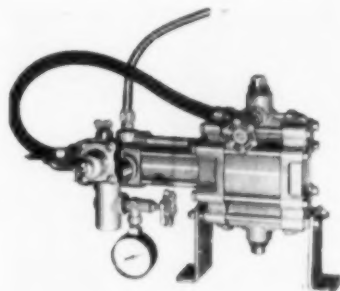
bin; belt; unbreakable, heavy-duty pressed steel pulley; skid shoe; delivery spout; adjustable motor mount; and a hanger bail for use in carrying or hanging, where desired in place of truck mount.

The Wetmore portable grain auger operates on $\frac{1}{2}$ " electric drill or $\frac{1}{4}$ h.p. gas or electric motor. The flighting is said to be sturdily constructed with a precision double sealed ball bearing at the top and a self oiled wood bearing at bottom. The skid shoe also serves as a line-up bracket, a feature that keeps the flighting in alignment.

John Blue Introduces Ammonia Transfer Pump

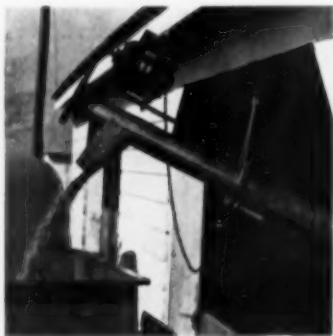
A NEW TRANSFER pump is introduced by the John Blue Co., of Huntsville, Ala., as a practical solution for the fast, economical transfer of anhydrous ammonia.

The new Blue Transfer Pump is said to start and stop with a twist of a valve. According to the manufacturers, the pump uses a small quantity of ammonia vapor to drive the transfer pump, thereby reducing the loss to about five per-



cent of that normally encountered in bleeding. Flow rates of 20 gallons per minute or more may be obtained with a loss of 3/10 of one percent, they continue, which means that a 100 gallon tank may be filled to 80 percent in five minutes.

The new Blue Pump is said to be easy to install and is lightweight (27 pounds) to facilitate handling. The saving in ammonia alone will pay for the compressor within a very short time, the manufacturers state, and this saving is accompanied by increased transfer rates, lower initial investment and elimination of the defoliation of crops and irritation to bystanders.



a new **Wenzel** development

Eagle
**ALUMINUM
TREATED***
**FARM TARPS
AND
TRUCK TARPS**

YOU'LL PROFIT MORE WITH THIS NEW

AMAZING TARPAULIN

THE GREATEST DEVELOPMENT IN TARPS IN OVER 60 YEARS



The best is now better than ever! Yes, Eagle Farm Tarps announce an amazing new tarpaulin that will be sold exclusively through Hardware and Implement Dealers.

With this new tarp, individually packaged in aluminum colored carton, you can get the bulk of the business from farmers and truckers. Ask your wholesaler to show you a sample of the Eagle Aluminum Treated Tarp and tell you how you can get your FREE Eagle Tarpaulin Display Rack. New Eagle Aluminum Treated Tarps are stronger and last longer than any tarpaulin ever made for the farm trade. Only Eagle gives you these outstanding selling features:

- NEW WATER AND ROT RESISTANT TREATMENT
- 90% HEAT REFLECTION
- GREATER STRENGTH DUE TO ROPE-IN-HEM
- FREE DISPLAY RACK
- EASIER TO HANDLE IN COLD WEATHER
- NATIONALLY ADVERTISED

*Patent Pending



FREE "COMIC BOOKS" TO HELP YOU SELL

Everyone loves (and reads) comic books . . . now, here's one that also SELLS! Yes, the complete sales story on the new Eagle Aluminum Treated Tarpaulin has been illustrated in full color comic book form in an easy to read manner. It sells each outstanding feature of Eagle Tarps. And you can get a supply of "THE ADVENTURES OF THE CANVAS KILLERS" to give to your customers free of cost.

MAIL COUPON TODAY

H. WENZEL TENT & DUCK CO.
1035 Paul Street—St. Louis 4, Mo.

Yes, I would like a supply of the Eagle Tarpaulin "Comic Books" at no cost or obligation to me.

Store Name _____

Address _____

City and State _____

My wholesaler is _____

City and State _____



Case Digger-Mulcher Handles Various Jobs

DESIGNED to perform both light and heavy duty tillage operations, the new Digger-Mulcher introduced by J. I. Case Co., Racine, Wis., is available with either six or 12-inch spacing for tool standards. The new implement is designed to handle a wide variety of jobs from light quack grass eradication to tough spiking and chiseling.

Through tension-type design of frame members and use of special analysis steel, heavy work is accomplished by the light economy construction of the Digger-Mulcher, state the manufacturers. Working depth for the many different attachable tools can be varied down to 10 inches. Depth can be varied either hydraulically or by means of a power clutch.

Flexible

Standards raise or lower vertically to maintain correct tool shovel angles in the soil regardless of depth. In operation, tool gangs will float for more uniform soil penetration. Features include a provision for tools to rise over severe field obstacles.

Area of work is maximum since wheels are mounted inside the frame ends leaving no dead, untilled space on the sides, the manufacturers point out. Each wheel is followed by a tool that breaks up wheel tracks. The new Digger-Mulcher is available in 7-, 9- and 11-foot widths.

Besides functional design features, the Case Digger-Mulcher has extra height for ample trash clearance. Construction features include roller bearing wheels for quick, easy highway transport.

Wheel clearance will accommodate tires up to 8:20 x 15 if desired.

Allis-Chalmers Opens New Building in Charlotte

ALLIS-CHALMERS Manufacturing Co., Tractor Division, Milwaukee, Wis., has completed construction of a new modern, one-story building to house its Charlotte, N. C., agricultural branch operations. Formal opening was to be held June 9, according to J. L. Mendler, branch manager.

The new building is located on an eight-acre tract purchased by Allis-Chalmers on Chemway Road, northwest of the city. It is in the new industrial development by the Piedmont & Northern Railway Co. The new branch building makes available 50,000 sq. ft. of space for storage, parts and office area.

Its design permits full use of palletized storage bins and lift truck operations. Combined with the modern rail and truck dock facilities, this equipment speeds handling of farm machinery, repair parts and service to Allis-Chalmers agricultural dealers in

North and South Carolina and far western counties of Virginia.

The Charlotte branch opened in 1940 and since then has been located at 1416 Mint St.

Red Jacket Announces New Centrifugal Pump

RED JACKET Manufacturing Co., Davenport, Iowa, recently announced a new direct-connected motor-driven centrifugal pump known as "Type C," designed for continuous or intermittent service. The high hydraulic and electrical efficiencies built into these new pumps are designed to reduce operating costs.



For use in cooling towers, air conditioning service, swimming pools, lawn sprinklers, booster service, industrial plants and general recirculating services, the "Type C" is described as compact in design, a space-saver, and due to construction features which include a "ceramic" type rotary seal, is easy to service.

Capacities range to 72 gallons per minute at 15 foot suction lift, according to the manufacturers. It is available in 1/4-, 1/2-, 1-, 2- and 4-h.p. sizes. Descriptive folder and price list may be obtained by writing the company.



William A. Hewitt Elected President of Deere & Co.

WILLIAM A. Hewitt, executive vice-president of Deere & Co. since July 15, 1954, and a director since 1951, was elected president of the company at a special meeting of the board of directors May 24. He succeeds the late Charles Deere Wiman, who died May 12.



William A. Hewitt



Charles Deere Wiman

Mr. Hewitt was born in San Francisco August 9, 1914, and received his education at the University of California and the Business School of Harvard University. Previous to joining the John Deere organization in 1948, he had spent several years in the banking business and also had been employed by the Pacific Tractor and Implement Co. at Richmond, Calif. He was vice-president and general manager of the John Deere Plow

Co. of San Francisco before being elected executive vice-president of Deere & Co. last year.

Mr. Hewitt was in the United States Navy during World War II, attaining the rank of lieutenant-commander. He served on the U.S.S. California and the U.S.S. St. Louis, and participated in several important engagements in the Pacific.

Mr. Hewitt is Deere & Co.'s sixth president in its 118-year history. His predecessors were John Deere, Charles Deere, William Butterworth, Burton F. Peek (now chairman of the board), and Charles Deere Wiman.

C. D. Wiman, Deere President, Passes

CHARLES DEERE Wiman, president of Deere & Co. and a great grandson of John Deere, the company's founder, died in Tucson, Ariz., May 12 after an extended illness. Funeral services and burial were in Moline, Ill.

Mr. Wiman was widely known as a leader in the farm equipment industry and was a former president of the Farm Equipment Institute.

He was born in Staten Island, N. Y., in 1892 and joined the John Deere organization in 1915. After a brief period as a shop employee at the John Deere Plow Works, he returned to Yale University as assistant coach of the Yale Crew.

He enlisted in the Civilian Military Aviation Training Camp during the Mexican border dispute in 1916. Following this he returned to Deere & Co., but shortly before World War I he joined the regular army. Released in October 1919, Mr. Wiman was a shop employee, later superintendent, and then general manager of the Union Malleable Iron Co., a Deere & Co. subsidiary.

In 1924 he was elected vice-president in charge of factory operations for Deere & Co., and in 1928 he became the company's fourth president.

In June of 1942, Mr. Wiman re-

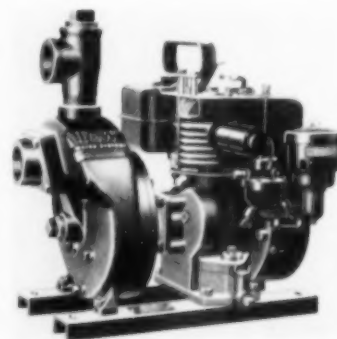
signed his presidency in order to join the staff of the chief of Ordnance, with the rank of colonel. In January 1944 he was placed on inactive status by the army at the request of the War Production Board, in order to become director of the WPB farm machinery and equipment division. He held that position until July 1944 when he asked to be relieved of his duties in order to regain his health after a severe attack of pneumonia.

Mr. Wiman returned to Deere & Co. in November 1944 and was re-elected president. Burton F. Peek, president during Mr. Wiman's absence, was named chairman of the board.

New F & W Centrifugal Pump Now Available

A LIGHTWEIGHT, low-head, high-capacity 1½" centrifugal pump has been announced by Flint & Walling Manufacturing Co., Inc., Kendallville, Ind. At 25 feet total head and 3,600 RPM, the pump will deliver 100 gallons per minute, according to the company.

It is designed for years of heavy duty intermittent or continuous pumping service and is especially recommended by the manufac-



turers for rapid transfer of large quantities of water. It will handle water containing reasonable amounts of solids and abrasives.

Features of the pump pointed out by the manufacturers include the following: equipped with leak proof seal, self-priming with automatic suction valve, open type impeller, replaceable wear plate, alignment rails and balanced pressures to give maximum capacity and efficiency. The aluminum pump complete with engine weighs 47 pounds. The engine is standard make air cooled, 4-cycle, single cylinder with 2-h.p. rating.



Ford's new one-row corn picker, at left, and two-row picker, below, combine a special quartz-impregnated snapping roll insert with a new principle of snapping corn from the stalk to cut shelled corn loss to a minimum

Ford Announces New Corn Pickers

A FULLY-MOUNTED one-row corn picker and harvester and a two-row mounted corn picker have been announced by the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich. The new machines are in production at Wood Bros., Inc., Des Moines, Iowa, a Ford farm machinery manufacturing plant.

The one-row corn pickers are designed for use on four-wheel farm tractors. Previously, fully-mounted corn pickers were limited to the tricycle type, according to Irving A. Duffy, Ford vice-president and general manager, Tractor and Implement Division. Duffy stated that the use of the new corn pickers and harvesters, which also mount on Ford tricycle tractors, is not limited to Ford tractors alone. "These machines can be adapted for use with any four-wheel tractor using a three-point implement linkage similar to Ford's."

The two-row corn pickers are designed to mount the Ford tricycle tractors.

Both of the new machines combine a special quartz-impregnated snapping roll insert with an entirely new principle of snapping the corn from the stalk to cut shelled corn loss by as much as 50 percent, Duffy stated.

The snapping rolls are positioned

so that the upper end of one roll is almost directly over the other. This means the corn is snapped to the side, Duffy stated, the ears dropping directly onto the snapped corn elevator, resulting in less shelling of corn.

The placement of the snapping rolls permits special "corn saver" pans to be located directly beneath the snapping rolls, where any corn that might be shelled by even a brief contact with the rolls is caught and carried to the wagon, instead of falling on the ground.

The gathering unit of the new

Ford corn pickers and harvesters is hydraulically raised or lowered, with a range from zero to 11 inches above the ground.

Massey-Harris to Market Two Rust Cotton Pickers

ARRANGEMENTS have been completed between Ben Pearson, Inc. and Massey-Harris whereby two Rust Cotton Picker models made especially for mounting on Massey-Harris tractors will be marketed by the Massey-Harris organization. These two special models are the new Rust Model "M" single-row, single picking unit and the Model "MT" single-row tandem unit. Both are designed for mounting on Massey-Harris 44 and 44 Special Row Crop tractors.

This announcement was made by Carl B. Haun, president of Ben Pearson, Inc., Pine Bluff, Arkansas, manufacturer of Rust Cotton Pickers, who stated that this marketing arrangement with Massey-Harris was limited to these two models only. Ben Pearson, Inc., through its regular dealer organization, will continue to market the Rust Model "T" self-propelled two-row, or tandem picker and the Rust Model "S" for mounting on Ferguson, Ford and other tractors, it was announced.



Gandrud Introduces New Dry Chemical Attachment

A NEW ROW planter attachment designed to eliminate mixing of insecticides with fertilizer and to apply dry granular insecticides as the planting is done is announced by the E. S. Gandrud Co., Inc., of Owatonna, Minn.



The new attachment mounts on either 2- or 4-row corn planters to place dry chemical insecticides with the fertilizer in the row. The company states that the attachment may be adapted for other planting tools such as listers.

Designed to mount between seed cans, the new Gandy attachment delivers accurately metered quantities of dry granular chemicals to the fertilizer boots through flexible metal tubes, according to the manufacturers. Adapters connect insecticide and fertilizer tubes to place insecticide and fertilizer together. A split sprocket clamps to fertilizer drive shaft to drive the chemical applicator. A gauge on the chemical hopper allows setting of various application rates.



Dempster Develops New Anhydrous Metering Pump

A NEW METERING pump for direct application of anhydrous ammonia (NH₃) is announced by Dempster Mill Manufacturing Co., of Beatrice, Neb.

According to the manufacturer, the new Liquijector pump incorporates a positive-drive crankshaft and eccentric running in a bath of oil and actuating a piston rod and diaphragm assembly. The diaphragm assembly is designed to prevent the possibility of sticking and, while completely sealed from dust and dirt, is said to be accessible for servicing in a matter of minutes. This entire principle of



Reversible Scoop Announced by Ford

A NEW rear-mounted, reversible scoop designed to handle a wide variety of farm and industrial operations ranging from moving milk cans to levelling soil at construction sites is now in production, according to the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

The scoop attaches to the three-point implement linkage of any Ford tractor and carries up to seven cubic feet of earth or other material, the manufacturers state.

Fully reversible for digging, scooping, backfilling and transporting material, the new imple-

ment has a high carbon steel tapered cutting edge, and is of heavy welded steel construction.

All operations of the scoop are controlled from the tractor seat. A mechanical trip lever is designed to provide positive dumping and re-setting of the scoop. The scoop can be held in a vertical position for levelling operations. All raising and lowering of the scoop is accomplished with the tractor's built-in hydraulic system.

The digging depth of the new Ford scoop is six inches. Overall length is 33 inches, width 34 inches and height 47 inches. Transport clearance in the level position is 20 inches and the weight is 200 pounds.

metering is designed to eliminate the noisy, jerking action and to deliver an even flow at varying temperatures.

Setting of the metering stroke also has been simplified by a dial and two thumb screws on the outside of the pump. According to the manufacturer, the dial has a 12-position selection which can be

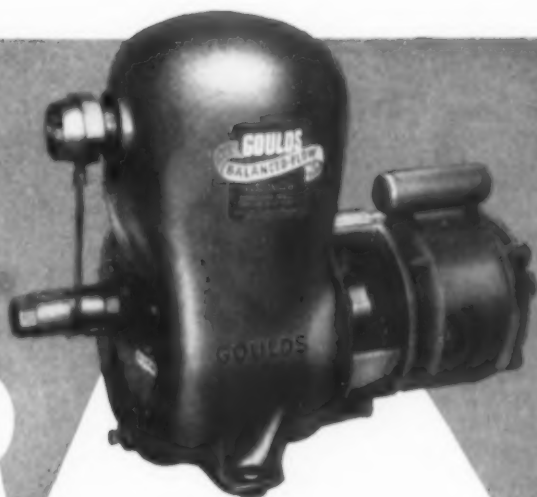
calibrated to any fraction by the thumb screws. A clutch operated from the tractor seat by a rope, gives on-off control of the anhydrous flow.

In the maintenance of the Liquijector pump, all parts requiring servicing are made accessible by the use of sectional castings of the pump housing and lubrication is required at only three points — the crankcase, the drive sprocket and the discharge valve spacer. None of these points are ever under anhydrous pressure and all can be easily reached, states the manufacturer, and all working parts of the pump exposed to anhydrous are of high quality stainless steel, machined to close tolerances.

The new Liquijector pump is supplied on Dempster Liquijector applicators. Pumps are also available for replacement or conversion of applicators now in use.



NO OTHER PUMP



**LOOKS like
ACTS like
SELLS like**

GOULDS balanced-flow JET

**Now at a
NEW LOW
PRICE**

Let's face it . . . when your water systems prospect asks to see a "BALANCED-FLOW," you've either *got* it, or you *haven't* got it. Because there's no substitute that *looks* like it, *acts* like it — or *sells* like it!

IT LOOKS DIFFERENT . . . because it has no tank — *needs* no tank. Yet it's a complete, self-contained water system that out-performs many larger, bulkier pump-and-tank combinations.

PERFORMANCE IS DIFFERENT, TOO . . . because Balanced-Flow has exclusive self-adjusting capacity — automatically adjusts to deliver exact flow wanted at one or more taps at the same time, within pump capacity.

HOW DOES IT SELL? It's *always* been a "best seller" year after year. And now — a NEW LOW PRICE opens the door to more Balanced-Flow sales than ever before! To get your share of this profitable volume business — see your Goulds Distributor right away — or write us . . .

GOULDS PUMPS, INC.

Seneca Falls, N.Y.

YOU GET MORE WITH

GOULDS

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED

Executive Changes Announced by Massey-Harris-Ferguson, Inc.

SHIFTS in top executive positions of Massey-Harris-Ferguson, Inc., Racine, Wis., were announced recently by James S. Duncan, chairman of the board.

H. H. Bloom, who has headed the United States Co. at Racine as president, and who is first vice-president of Massey-Harris-Ferguson Limited, Toronto, assumes the responsibility for overall supervision of North American operations.



H. H. Bloom



C. P. Milne

C. P. Milne, who has been executive vice-president since 1951, will take over active management of the operations of the United States Co.

G. H. Thomas, vice-president-administration, is being transferred to Toronto, Canada, as vice-president and general manager of the Canadian division.

Elected vice-president-administration, Lee J. Wolf stepped up to top responsibilities in the company. He was formerly assistant treasurer and is a member of the local and state bar associations.

M. E. Fellwock was appointed assistant treasurer, replacing Wolf. Fellwock held a similar position with Harry Ferguson, Inc., Detroit, Mich., before the merger and came to Racine with the company as assistant secretary.

Bloom's position, in addition to being ranking executive of the world-wide company, now carries with it specific responsibilities for North American operations.

Bloom has been president of the United States Co. since 1950 and has held the post of first vice-president of the world-wide parent company since 1951. He is also a member of the board of directors of both companies.

Bloom joined the Massey-Harris-Ferguson company in 1923 and has run the gamut of experience in the whole field of merchandising farm equipment from block-man to president.

Milne has been associated with Massey-Harris-Ferguson since 1919 in various managerial positions, both in Europe and, since 1938, in Racine as vice-president in charge of manufacturing.

Lee Wolf, a former school teacher in Ripon, Wis. and Racine, served during the war as an instructor in the Army Air Force technical training school and as a flight inspector at North American Aviation in Kansas City. He started at Massey-Harris-Ferguson in 1945.

S. L. Allen Announces New Tiller Attachments

NEW ROTARY tiller attachments for use with Planet Jr. "Tuffy," "Super Tuffy," BP-1 and B-8R combination outdoor power units are announced by W. H. Roberts, Jr., vice-president in charge of sales of S. L. Allen & Co., Inc., Philadelphia, Pa.

The new attachments are the A-60 rotary tiller for use with

Tuffy and Super Tuffy, and the B-60 for use with the BP-1 and B-8R garden tractors.

Designed for work on flower beds and in home gardens, both attachments are powered by belt drive through use of small pulleys at the side of the engine. Both are of steel welded construction, have separate clutches and depth of tilling is controlled by gauge wheels.

The A-60 weighs 38 pounds and its steel tines cut to a width of 16 inches.

The new attachments are among those manufactured by the firm for use with its combination power units.



Planet Jr. tractors with their attachments can be used for cutting grass, plowing snow, grading, plowing, discing, fertilizing, seeding, and to provide power for belt driven workshop bench tools.

The Planet Jr., Tuffy is a 1-h.p. unit weighing 80 pounds with belt and chain drive, and throttle and clutch controls. It is equipped with pin hitch front and rear. Wheel spacing is 13 inches to center.

The Super Tuffy is a 1½-h.p. tractor weighing 90 pounds. Its specifications are similar to Tuffy except that it is equipped with wheel differential for easy turning and a more powerful engine.

The BP-1 is a 2-h.p. tractor weighing 200 pounds with 5 x 12 tires, 15-inch and 25-inch wheel settings.

The B-8R with new reverse is a 2½-h.p. unit weighing 214 pounds, with 6 x 12 tires, and 16-inch and 26-inch wheel settings. Without reverse, the tractor weighs 205 pounds. Both this unit and the BP-1 are chain and belt driven, have front and rear pin hitch, and two controls.

The company also manufactures Flexible Flyer sleds, Flexy Racers, and Flexible Flyer laminated Split-kein skis.



"Buy of the Week"

WALLACE KELLY, owner of the Kelly Tractor and Implement Co. in Tulsa, Okla., has high praise for the promotion idea shown here in front of his dealership. The idea originated with and is sponsored by the Allis-Chalmers Manufacturing Co., which Kelly represents.

To Kelly's knowledge, the promotion is not being used by many Allis-Chalmers dealers in his territory, but for Kelly it has produced excellent results.

"We have used the idea for three or four months," Kelly said in early May, "and have sold every item we have placed on display in the skeleton shed."

"It is surprising how many people stop and look at my 'Buy of the Week' and then buy it; and invariably the purchaser has paid as much for the 'Buy of the Week' as he would have paid had it not been 'special.'"

"We pick from our stock what we consider the really best buy, but we do not mark it down. Prospects look at that item and it is almost impossible to get them to consider anything else."

"The plan calls for displaying one item a week as the best buy, but we have often had two items in a week because of a quick sale

of the first item. So far, tractors only have been put on display, but it is our intention to vary the display with seasons."

"This is one of the best sales promotion ideas I have used in years. Haven't failed to sell a tractor labeled 'Buy of the Week'."

Sales Are Made in the Shop!

(Continued from page 86)

to the trainee in repairing old equipment and setting up new equipment includes changing tires, replacing parts with new parts, and steamcleaning equipment in preparation for painting.

When a trainee has been with Pilchard's for almost a year he is started on motor work. Under the supervision of Mr. Pilchard, the trainee learns to adjust valves, grind valves, install new cylinder sleeves and pistons, fit bearings, install oil seal, adjust and reline brakes and repair transmissions.

"It is all to the good if a trainee comes to us with automotive repair experience. It is, of course, no substitute for experience in farm

machinery repair, but in motor work it helps," Pilchard added. "If he is a conscientious and willing learner, we encourage him to set his own pace, for with hard application and mechanical skill we can produce a good mechanic in six months of training. The average mechanic will do a motor overhaul after one year's experience."

Pilchard indicated that all trainees are taught how to weld. This training is given in two evening sessions.

Mechanics Sell

In addition to their service duties, Pilchard feels that upon occasion mechanics can do an effective selling job. Consequently his new mechanics, as soon as they become proficient in repair work, receive selling pointers that can help in winning additional business for the company.

For example, the new mechanic is trained to be alert for defective equipment and to help farmers by making minor adjustments free of charge whenever the need arises.

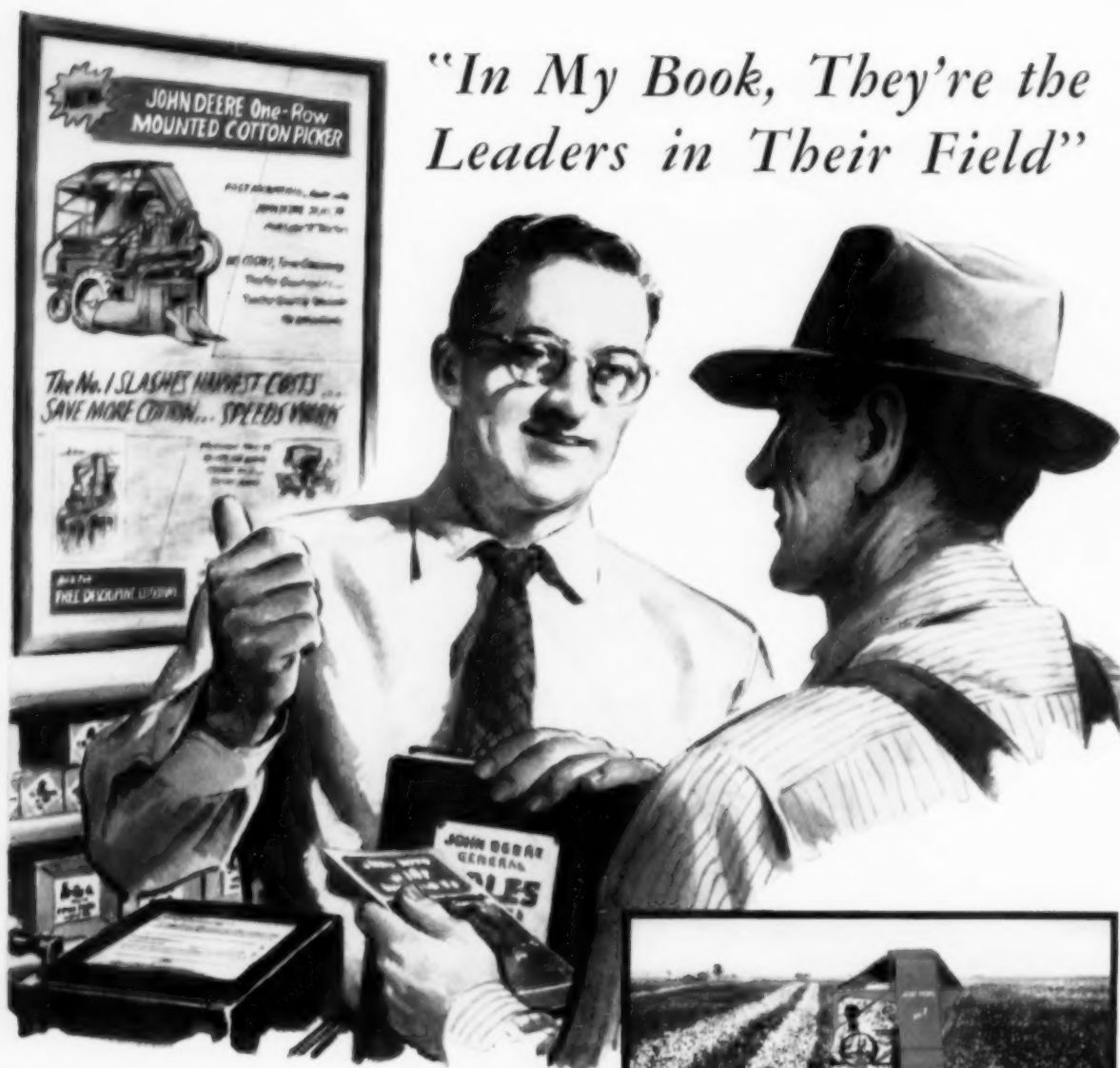
"There is no one in a better position to talk to the customer about the replacement of his equipment than the mechanic who has been repairing the customer's old equipment," Pilchard said. "A mechanic's word on the condition of farm equipment is taken far sooner than any salesman's. Farmers naturally think that the mechanic who points out defective machinery knows what he is talking about. They trust him because he has been repairing their old equipment."

"As a matter of fact, the shop that attempts to retain skilled mechanics over the years wins the confidence of customers in those mechanics. They will want either Bill or Joe to work on their combine or tractor and no one else."

The company's gross in 1954 topped \$200,000 and Pilchard gives due credit to the dependable service given by his six mechanics.

"In giving credit I would put skilled mechanics at the top of the list—mechanics who as the result of years of association really know the machines they work on. By training your own men, advancing them in accordance with individual merit, and giving them the security of a steady weekly wage throughout the year, a dealer can retain the kind of employees he wants and needs," Pilchard concluded.

"In My Book, They're the Leaders in Their Field"



THOSE words ring with sincerity, too. For when a John Deere dealer promises customer satisfaction, his voice is really that of the entire John Deere organization and is backed by a more-than-century-old tradition of satisfactorily supplying the equipment needs of the farmer.

So, naturally, when a John Deere dealer expresses his confidence in an implement—say, like a John Deere Cotton Picker—he stands on firm ground. And he knows it. He knows that his customer is going to benefit through speedier, thriftier picking and bigger cotton harvests, and that he himself is going to benefit when the satisfied farmer returns later to purchase another piece of John Deere equipment.

No wonder, then, that the dealer speaks with conviction when he says of these cotton pickers, as well as the complete line of John Deere Quality Farm Equipment: *In my book, they're the leaders in their field.*



Throughout the South, John Deere Cotton Pickers have won a reputation for handling the heaviest yields, saving more cotton, doing a cleaner job of picking, and staying on the job.



JOHN DEERE • Moline, Illinois

QUALITY FARM EQUIPMENT SINCE 1837

Krop-Kare Markets New Budget Storage Bin

THE NEW Blue Bonnet "Budget Bin," a 515-bushel grain bin priced at \$174.50, is announced by Krop-Kare Products Division Kilby Steel Co., Mansfield, Ohio, and Anniston, Ala. It is designed especially for large farms with small grain acreage, for secondary small acreage crops, for small acreage farms, and as a stand-by bin for surpluses on farms with large grain acreages.



The new all-steel bin is made of continuous corrugation, galvanized steel. Every bolt is fitted with a neoprene washer. Steel grain boards lie flat against the door frame. Sacking spout, shovel-out and auger openings position anywhere in door frame. Other features include removable and adjustable ventilator and filling cap, weatherproof joint between roof and walls, sealing gasket between walls and door frame, and a double-wall door with one-piece steel frame.

Solid steel flooring and steel foundation ring for erection on any type foundation are also available. Price is f.o.b. Anniston, Ala., plant.

New Rapidayton Pump Has Stainless Steel Tank

A COMPACT jet water system with stainless steel pressure tank has been introduced by the Dayton Pump and Manufacturing Co., Dayton, Ohio.

According to Gerard J. Carney, vice-president and general sales manager, among the advantages of stainless steel are its lasting qualities and its permanently attractive appearance; it does not stain or corrode.

The stainless steel tank will be



available on the new Rapidayton Freshwater package systems, which are being made for both shallow and deep wells.

The shallow well model will retail at \$89.50 and the convertible deep or shallow well model for \$99.50. Both have 1/2 h.p. motors. The convertible system will reach depths to 70 feet, the manufacturers state.

A "Quick-Connect" flange unit is said to make connections of plastic or steel well pipe possible without threads or couplings.



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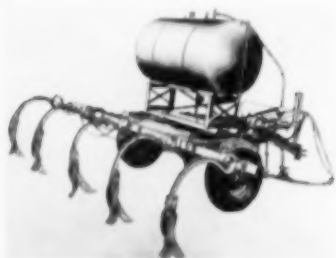
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Southern Supply Co., Dallas, Texas

**Ask your Herschel Salesman about "HERCROME" Knives,
Sections and Guards -- the miracle of modern cutting.**

John Blue Adds Equipment to Liquid Fertilizer Line

THE JOHN BLUE Co., of Huntsville, Ala., announces new developments in its nitrogen solution equipment line.

A new nitrogen solution pump Model "NSF" is fully enclosed and is said to have approximately two and one half times the output of the "NSC" which it supersedes. The pump is ground driven and, when mounted on one of the Blue trailer type rigs, up to 75 gallons of solution per acre may be applied when fertilizing four 40 inch rows, according to the manufacturers. The pump is designed for use with both non-pressure and pressure solutions, including aqua ammonia.



A new boom for applying nitrogen solutions such as Solution 32 is 21 feet wide and when used with the Blue Model "NSF" Solution Pump up to 50 gallons of solution per acre may be applied, the manufacturers state.

All solution is carried by hose and all fittings and orifices are constructed of non-corrosive materials. Orifices are spaced every 12 inches to give even coverage and are designed to give a straight uniform stream to reduce foliage for several of the John Blue trailer are used. Fan type nozzles may be installed on the boom as all threads are standard pipe size, the manufacturers continue.

Boom attachments are available for several of the John Blue trailer type applicators or the boom may be obtained as a separate item for custom mounting.

The Series "20-NS," shown, a new trailer type applicator, is available with either applicators for underground application or a boom for surface application.

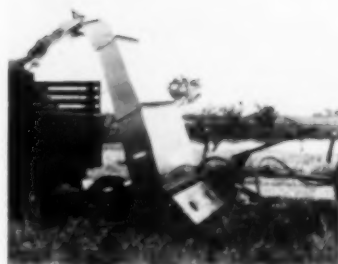
The "20-NS" comes equipped with the new Model "NSF" nitrogen solution pump. This "20-NS" is said to be suitable for almost every need and is available with a 14 foot tool bar for row crop and top dressing or with a 21 foot boom

suitable for broadcast work. Up to 75 gallons of solution per acre may be applied with the tool bar or up to 50 gallons per acre may be applied with the boom attachment, according to the manufacturers.

Lundell Introduces New Offset Forage Harvester

LUNDELL Manufacturing Co., Cherokee, Iowa, introduces its new Offset Forage Harvester as a machine designed and manufactured for all foraging jobs, but especially for farms where only small tractors are available.

It may be transported by removing pin and changing hitch to transport position. One revolving cylinder with cup-shaped knives chops and throws material directly



into wagon, according to the manufacturers.

The machine cuts a swath of 58 inches and the spout is designed for rear or side delivery. It is said to have all the features of other Lundell machines with the addition of an offset hitch and narrower swath cut for smaller power requirements.

Increased Output Claimed With New Oliver Baler

THE NEW MODEL 50 twine-tie baler features efficient feeding units, according to The Oliver Corp., 400 W. Madison St., Chicago 6, Ill., and will bale up to nine tons per hour, handle any kind of hay, and operate satisfactorily under all field conditions.

A factor in this capacity is direct feeding, Oliver points out — from the floating cross-auger into the baling chamber. Hay travel distance is short, and all units are said to handle it gently to avoid leaf shattering. Feed opening is extra large to assure full-volume feeding and even bale density.

The new Oliver baler gives the farmer a choice of bale length

from 12 to 50 inches. Adjustments consist of moving a stop collar on a trip arm. Each knotter is hinged, can be swung upward for servicing and inspection by removing one bolt.

The machine is protected adequately from damage, the manufacturers state. Shear bolts are provided in the flywheel and packer arms, and a plunger stop automatically prevents damage to the needles.

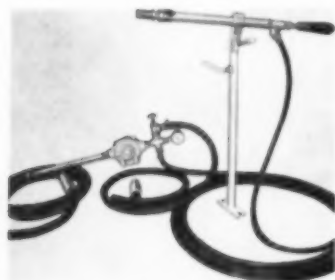
There is a choice of power take-off drive or engine power. And, should the farmer desire, the driving units can be interchanged quickly and easily, the manufacturers add. The power take-off slip-clutch is attached to the flywheel with three bolts, and four bolts hold the engine on top the bale case.



Century Announces Combination Sprayer

A NEW COMBINATION field and hand gun sprayer, No. 650, listing for \$102.00, is announced by Century Engineering Corp., Cedar Rapids, Iowa. This sprayer includes a hand gun for all types of hand gun spraying. It also has a special wide coverage nozzle that will cover a swath up to 50 feet wide spraying to both sides, or up to 25 feet wide spraying to one side, by reversing the tips on this nozzle.

The gun is mounted in a stand which telescopes and swivels. It can be attached to any tractor or tank mounting and is designed to permit directing the spray in any direction. The standard wide coverage nozzle is for 10 gallons per acre, but it is also available in five gallons per acre for areas with limited water supply.



The manufacturers state that this sprayer can be used for all field and hand gun uses, although they recommend a boom sprayer for row crop work. A 200 pound maximum pressure, direct PTO mounted pump, plus necessary hoses, regulator and strainer are included with the sprayer.

To each dealer stocking this sprayer an all metal display stand for counter or floor use is included at no extra charge.

Super Six Introduces Convertible Loader

A NEW "2-WAY" Loader, which can be switched from one end of the tractor to the other in a few minutes, is now in production at the Minneapolis plant of Super Six Manufacturing, Inc., 4026 Washington Ave. North, Minneapolis 12, Minn.

According to the manufacturers, the unit will lift 1000 pounds, a total of nine feet, and is designed expressly to fit the Oliver "Super



55," Ford, Ford-Ferguson and Ferguson tractors. It will retail for \$282.50 F.O.B. Minneapolis including the fork-equipped loader, mounting brackets, loader conversion kit and bumper carrying rack.

The quick conversion of loader from front to rear, or vice versa, is said to be accomplished by using a temporary stand to support the booms while the tractor and its loader frame are turned around and driven forward—or backed—between the booms. Removal of clevis pins supporting boom and hydraulic cylinders is the only mechanical operation required.


When operating in loose sand, mud or snow, the manufacturers recommend using the loader at the rear. Here maximum traction and

easier steering are obtained while stresses to frame, transmission and clutch are cut to a minimum, they state. Front loader operation is suggested by Super Six for use on hard surfaces.

Half-Million a Year— Despite the Drought!

(Continued from page 82)

One of the most important factors in the company's turnover of parts is a unique inventory control system which has proved to be highly efficient. Bins for each series of parts are lined up in rows and sections in numerical order according to the catalog numbers. This simplified system permits parts to be located with no loss of time. However, the control system has an even more valuable aspect—a method of keeping an adequate supply of each item on hand, which, at the same time, never allows the supply to run out. The index card on which the item is listed gives the name of each customer who has bought such a part, bin location, and the balance on



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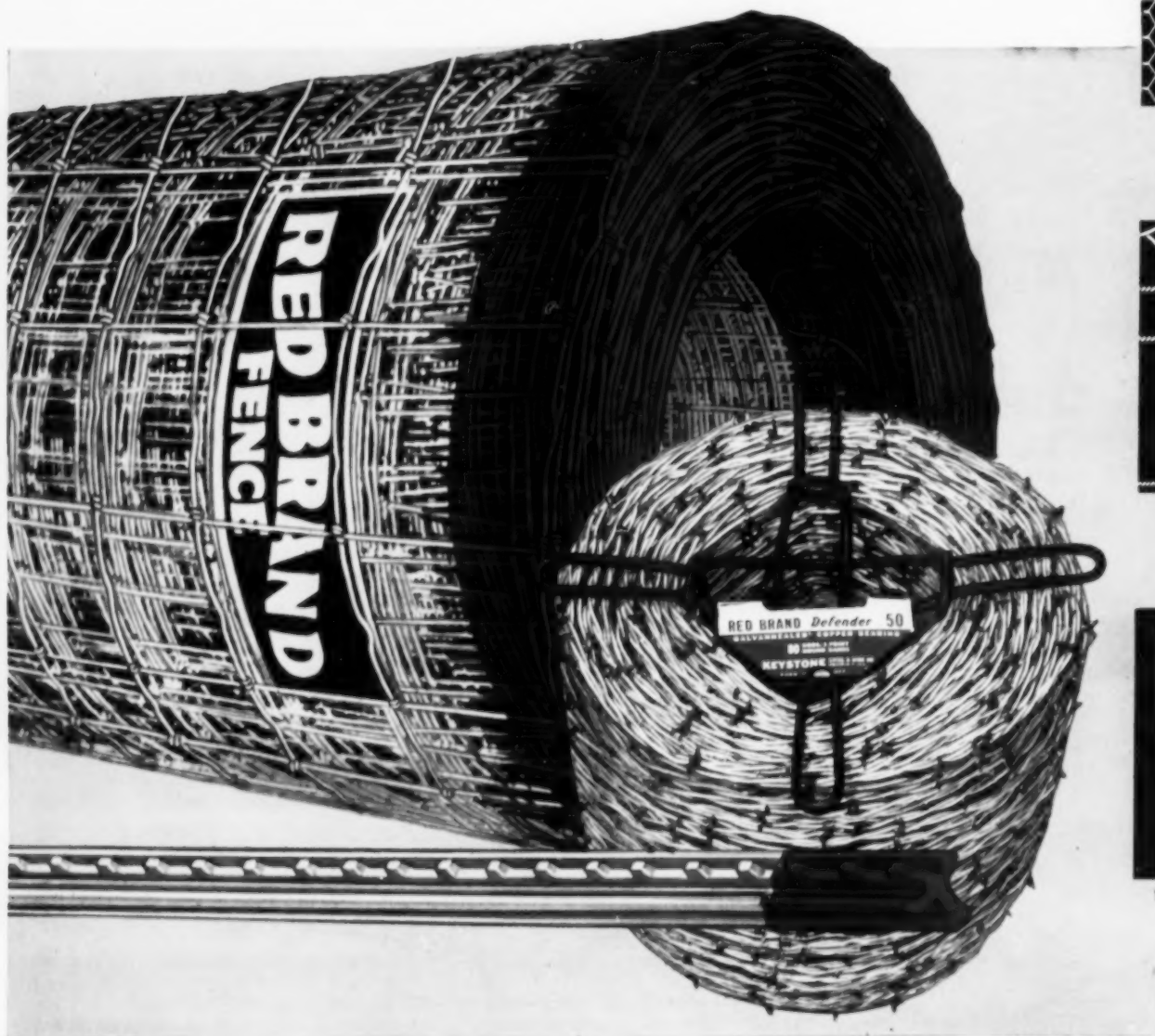
Waukesha, Wis.

RED BRAND..

The Red Brand turns stock *fast* for high profits—here's how: Red Brand woven wire with the red top wire tells farmers this is the *Galvannealed* fence with extra resistance to rust. New Red Brand barbed wire with bright red barbs tells the same quality story on sight. And Red Top steel posts are known everywhere for long life, low cost. The Red Brand is consistently advertised in the best magazines, on the radio and now television.

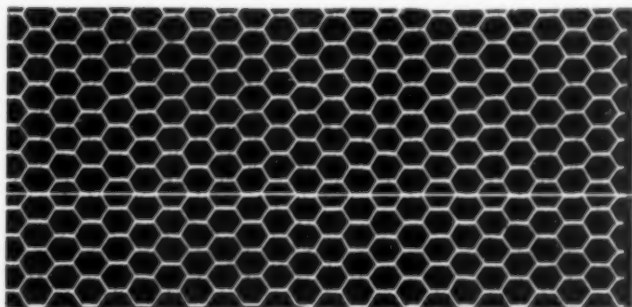
Red Brand backs you with sensible sales helps that get action at your point of sale. And when you do business with Keystone, the makers of Red Brand, you cash in on new products, new markets, new sales ideas month after month! Take new Keyline Poultry Netting, for example. There's nothing like it. What a seller! And what a drawing card for new business. Sell Red Brand—sell any Keystone product and you will make more money!

KEYSTONE STEEL & WIRE COMPANY • PEORIA 7, ILLINOIS

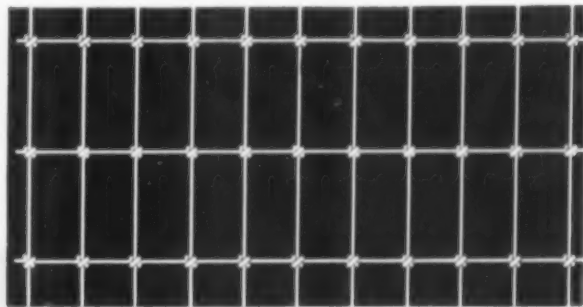


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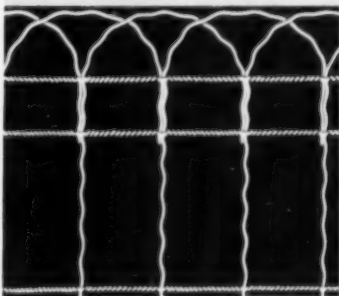
feature Keystone's complete line of rapid-turnover wire products for farm and building use.



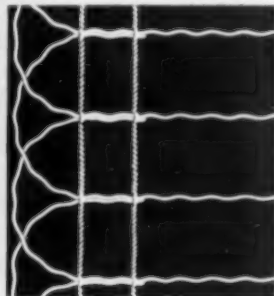
Keyline Poultry Netting—New! Won't bag, won't bulge! New horizontal wires take the stretch. Reverse twist weave of hex mesh adjusts to keep netting flat, smooth, tight, straight. Another winner by Red Brand. Strong demand, big profits. Backed by powerful advertising and point of sale materials. All popular weights and sizes. Heavily galvanized.



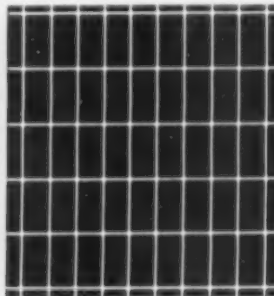
Keystone Non-Climbable Fence—Always a good seller for industrial use—now moving in strong on the residential market. Keystone backs you with a new, broad promotion plan. Right for fence installers or do-it-yourself market. Keystone gives you complete package for quick profits. Priced low...but with healthy margin for you! 2 styles...6 sizes.



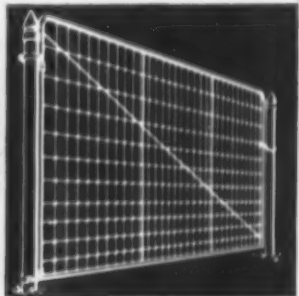
Keystone Ornamental Fence—The old favorite that's selling fast as ever. Bright, heavily galvanized. In single and double picket.



Flower Guards, Trellis—Consistent good sellers. Boost profits—sell guards and trellis with every fence sale. In popular sizes and styles.



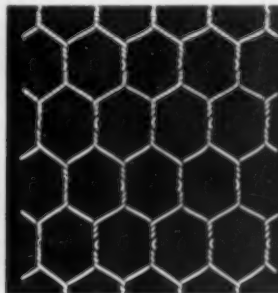
Keyweld-100 uses—Galvanized welded fabric, in all popular styles. For poultry floors, laying cages, fur farm cages, and window guards.



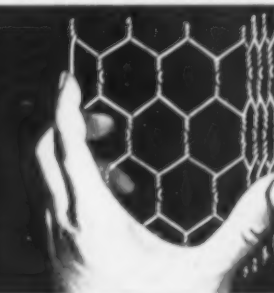
Keystone Gates—Farm gates, residential and industrial gates. Sizes, designs, hardware and filler made for every type installation.



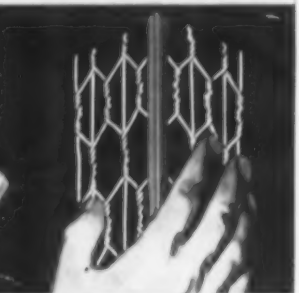
Keystone Nails—New packaging adds sales appeal to this quality-plus line. High-profit scaffold, blue and concrete nails, too.



Keymesh Lath—Galvanized plaster reinforcing lath for general use, especially on walls and ceilings. 150' rolls, 36" width, 1" mesh.



Keycorner Strip Lath—Galvanized plaster reinforcing lath preformed to fit in corners—just flex it. 150' rolls, 4", 5" & 6" widths.



Keyhead Lath—Galvanized plaster reinforcing for outside corners. Available with solid zinc nose. 7' to 12' lengths. Wings 2½" wide.

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JULY, 1955

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Pitner checks the balance on hand each day and never lets the sun go down on an empty bin. Whenever a bookkeeper or salesman sells a part they turn the index card, on which the part is listed, bottom side up in the card file. In this up-turned position it displays in large black letters the word "ORDERS," which projects above the other cards to be easily seen. At the end of each day one of the partners checks each of these upended cards and if the balance on hand of the listed item is running low a new order is placed in ample time to keep the supply from giving out.

When a part for an old machine becomes near-obsolete it is entered on a red card which can also be quickly detected in the file.

In the three years that this company has been in operation under present management, volume has been pushed to an annual rate in excess of half a million dollars. Although 1954 was the third successive year of serious drought, the company sold 120 new and used tractors.

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Swing-A-Way Mfg. Co. 75

T

Taylor Chain Co. R. G. 75
Tennessee Coal, Iron & 75
R. B. Co. 10
Tennessee Fabricating Co. 75
Tractor & Implement Division 75
Ford Motor Co. 75
True Temper Corporation 75
Turpentine & Resin Factory 75
Inc. 75

U

Union Fork & Hoe Co. 75
United States Steel 75
Corp. 10, 15, 61
United States Steel Corp. Coal 75
Chemicals Div. 64
Upton Brothers, Inc. 87
U. S. Treasury Dept. 75
Utica Drop Forge & Tool Co. 75

V

Vesta Tool Mfg. Co. Inc. 51
Victor Saw Works, Inc. 75
Vital Products Co. 75
Valcan Kilo Co. 75

W

Ward Ads 75
Ward Bros. 75
Ward Text & Truck Co. H. 80, 81
Westmore, Patterson & 75
Moly Co. 75
Wickwire Bros. Inc. 75
Wickwire Spencer Steel Div. of 75
The Colorado Fuel & Iron 75
Corp. 75
Winchester Repeating Arms 75
Co. (Amunition) 75
Winchester Repeating Arms 75
Co. (Trucks) 75
Wire Products Company 67
Winconsin Motor Corp. 75
Woods Mfg. Co. 75
Wood Shovel & Tool Co. 75
Woolner Rubber Co. 75
Wright Steel & Wire Co. G. F. 53
Wright Mfg. Co. 75

Y

Yale & Towne Mfg. Co. W. H. 75
Yardley Plastics Company 75
Yarns Mfg. Company 75

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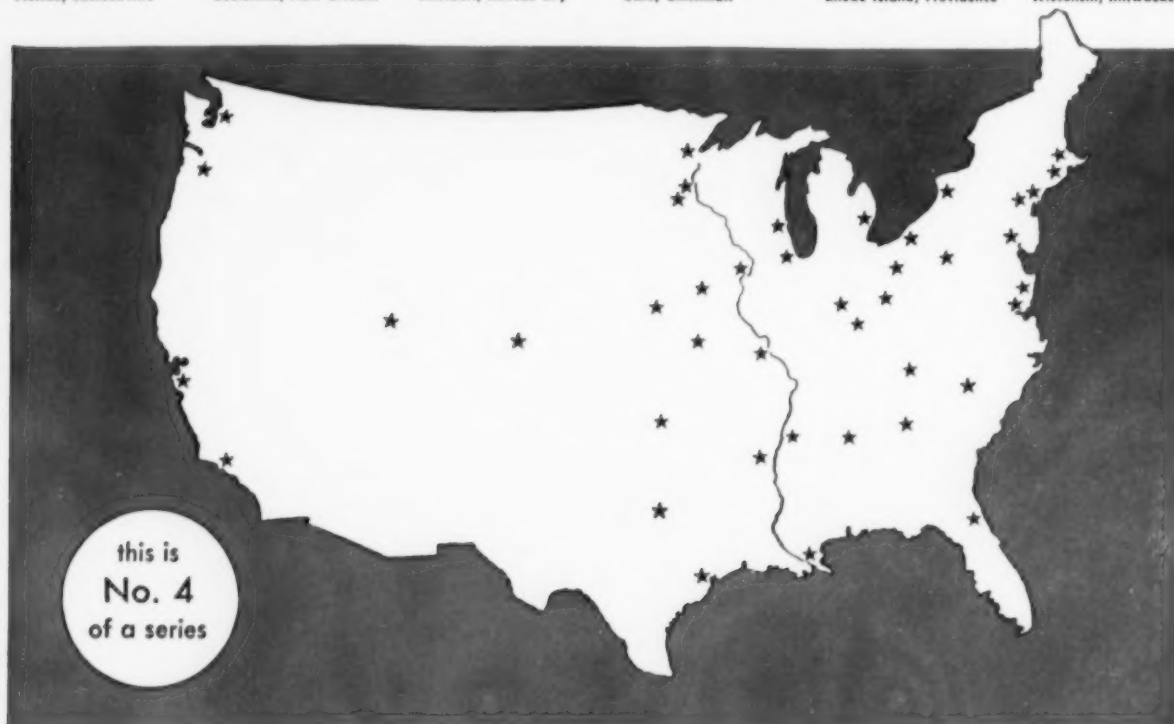
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Indiana, Indianapolis
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Kentucky, Louisville
Louisiana, New Orleans

Maryland, Baltimore
Massachusetts, Boston
Michigan, Detroit
Minnesota, Duluth
Minnesota, Minneapolis
Minnesota, St. Paul
Missouri, Kansas City

Missouri, St. Louis
Nebraska, Omaha
North Carolina, Charlotte
New Jersey, Fair Lawn
New York, Buffalo
New York, New York
Ohio, Cincinnati

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Ohio, Columbus
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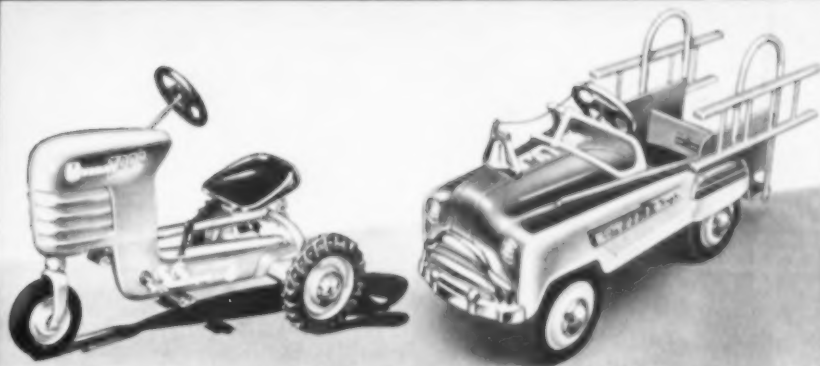
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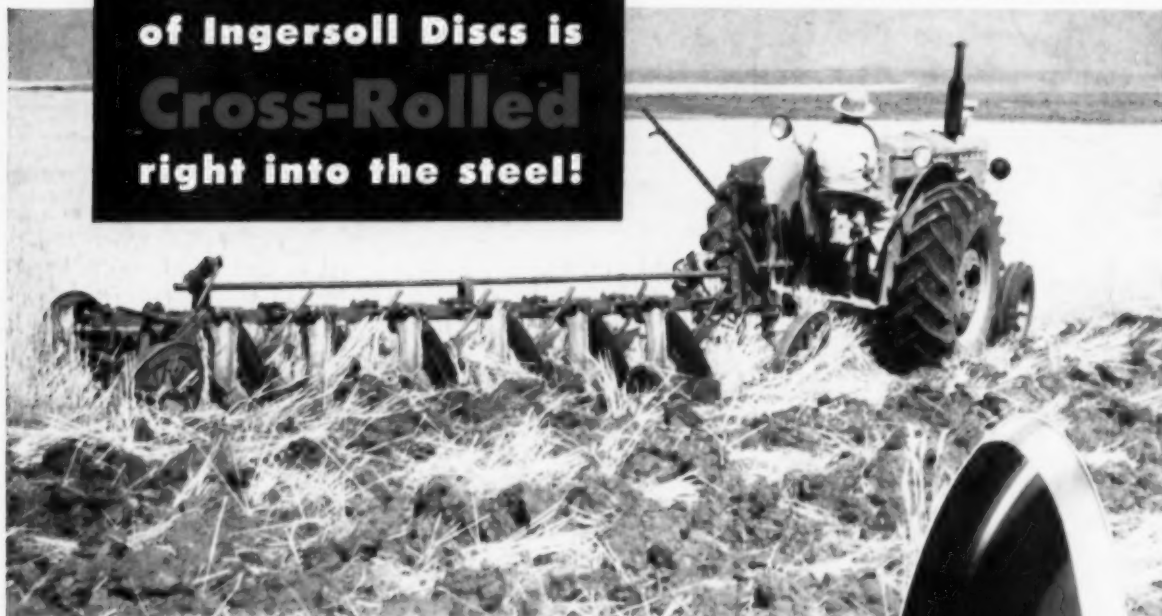


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Straight-rolled disc showing field
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